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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(4)

CBS- 1-1:15pm EST, Mon thru Fri; DEBUT; The Brighter Day; from WCBS-TV(NY), 15 stations live, 18 kine, more to be added. Sponsor- Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- Bill Shinnick; Agcy Superv- R. E. Buchanan; and P & G (Ivory Flakes) thru Compton Advertising, Inc(NY); Acct Exec- Stuart Mitchell; Prod Superv- Minerva Ellis. Pkgr- Young & Rubicam, Inc; Prod & Casting- Mary Harris(Y&R); Dir- Ed Kogan; Asst Prod- Allan Potter; Music Dir- Dick Leibert; Sets- Richard Ryktarik; Writer- Doris Frankel; Prog Anncr- Jimmy Blaine. Television version of the CBS Radio program (also directed by Mary Harris), using the same cast, but produced separately. It pictures the everyday life of Rev. Richard Dennis, his children, parishioners and friends. The cast includes Bill Smith as Rev. Dennis, Brooke Byron as Althea Dennis, Hal Holbrook as Grayling Dennis, Mary Linn Beller as Babby Dennis, Lois Nettleton as Patsy Dennis and Mary Michael as Franny the maid.

NBC- 5:15-5:30pm EST, Mon thru Fri; DEBUT; The Pinky Lee Show; from KNBH(H'wood), to the net. Sustaining. Pkgr- NBC-TV(H'wood); Prod- Lee Wainer; Dir- Pinky Lee; Writers- Frank Goldberg, Barbara Hammer. Variety show featuring songs, dances, skits and audience participation games, starring Pinky Lee, with Betty Jane Howard as his friend, and Jimmy Brown handling games and contests. Program will also feature guest celebrities. Replaces the Gabby Hayes Show.

POOL- 9:30-9:45pm EST; simulcast HIGHLIGHT; President Eisenhower's Progress Report; from WNBW(Wash-NBC originating pool), to all networks. Public Service. Julian Goodman(NBC) in charge of arrangements. President Eisenhower, speaking from the White House, will give a preview of the administration's program for 1954 and a review of progress to date.

Thursday(7)

ABC- 9-9:30pm EST; HIGHLIGHT; Coach of the Year Dinner; from WCPO-TV(Cinn), to the net. Sustaining. Pkgr- ABC-TV for Scripps-Howard Newspapers; Prod- Larry Robinson(N.Y. World-Telegram & Sun); Dir- Les Arries(ABC). Joe Williams, Scripps-Howard Newspapers sports columnist, presents the S-H Coach of the Year award to Jim Tatum, coach of the University of Maryland football team, at a dinner at the Netherlands Plaza Hotel, Cincinnati. Harry Wismer will m.c. the telecast which will also feature collegiate songs by the Pensacola Naval Air Station Quartet.

THIS WEEK(More)

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Thursday(7)

POOL- 12:30pm-conclusion EST; simulcast HIGHLIGHT, State of the Union Message, from WTOP-TV(Wash-CBS originating pool), to all networks. Paul Levitan (CBS) is producer for CBS-TV News in charge of arrangements. President Eisenhower's annual State of the Union message to the full Congress in joint session in the House of Representatives.

Sunday(10)

ABC- 8-9pm EST; DEBUT; The Mask; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV; Prod- Robert Stevens and Hallsted (cq) Welles; Dir- Robert Stevens, alternating with another to be announced; Asst to Prod- Buzz Blair; Script Ed- Welles; Casting- Stevens and Welles; Sets- Howard Barker. New weekly series of unusual melodramas, originals and adaptations.

CBS- 3-4pm EST; HIGHLIGHT; Resources for Freedom, ON FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV News; Prod- Roy Lockwood; Dir- James Cahoon and David Moore; Editorial Consultant- Eric Hodgins; Prod Eds- Sidney Katz, Ralph Rosenblum; Writer- Stanley Silverman. Documentary report based on the Report of the President's Materials Policy Commission, presents visually, information concerning the U. S. economic past, present and future, and the materials position of the rest of the free world. Edward R. Murrow will be narrator. Other participants will be the five members of the President's Commission and other distinguished persons in government and business.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Congress Preview; HIGHLIGHT Jan 3; Sunday, 8:30-9pm EST; from WMAL-TV(Wash), to the net. Sustaining. Pkgr- ABC-TV; Prod- Gunnar Back; Dir- Ed Scherer. Gunnar Back m.c.'s a discussion among leading members of Congress on the coming second session of the 83rd Congress. The panel will include Senator Homer Ferguson, GOP Policy Chief; Senator Alexander Wiley, chairman of Senate Foreign Relations Committee, Senator John Sparkman, Democratic member of the Wiley committee and Rep. Leslie Arends, Republican whip in the House.

Leave It to the Girls (Sat, 7:30-8pm EST); Moderator Maggi McNellis becomes head of the female panel, dropping her impartial role. John Henry Faulk joins the program as permanent male member, as aide to the male guest each week.

SCHEDULE CHANGES: Turn To A Friend (Mon thru Fri, 4-4:30pm EST) last show Dec 31.
The Vaudeville Show (Wed, 9:30-10pm EST) last show Dec 30.
The Ern Westmore Show (Mon thru Fri, 4:30-5pm EST) last network show Dec 31; beginning Jan 4, will be seen local only, WABC-TV(NY).

CBS- Look Up And Live; DEBUT Jan 3; Sunday, 10:30-11am EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV in cooperation with National Council of Churches of Christ, National Council of Catholic Men & Union of American Hebrew Congregations; Exec Prod- George Crothers; Prod-Dir- William Workman; Sets- Richard Ryktarik; Music Dir- Spencer Odom. Weekly variety show designed for teen-agers, will feature guest m.c.'s, popular entertainers and religious leaders who are specialists in youth problems. Clayton "Bud" Collyer will be m.c. for first two programs.

SCHEDULE CHANGE: Lamp Unto My Feet (Sun, 3-3:30pm EST) moves to Sunday, 10-10:30am EST, effective Jan 3.

[illegible]

[illegible]

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[illegible]

[illegible]

DuM- East-West Shrine Football Game (Sat, Jan 2, 4:30pm-Concl EST), CORRECTION. Esso Standard Oil Co sponsorship for Eastern states is thru McCann-Erickson, Inc(NY) instead of Marshalk and Pratt Co, Inc(NY) as listed in No 52, p 3. Marshalk and Pratt is the Esso agency for radio and TV, except for this program.

Chicago Symphony Orchestra (Sun, 5-6pm EST) moved to Wednesday, 8:30-9:30pm EST, effective Dec 30. Sunday program had been kine; now will be live direct.

Joseph Schildkraut (Wed, 8:30-9pm EST) moved to Thursday, 8-8:30pm EST, effective Dec 31. (See listing above for Chicago Symphony).

NETWORK SPONSOR ACTIVITY

HAZEL BISHOP, INC(Cosmetics) thru Raymond Spector Co., Inc(NY) will sponsor Dr. I.Q. over ABC-TV, beginning Monday, Jan 18, when the program moves from its Thursday, 9-9:30pm time spot.

CONGOLEUM-NAIRN, INC(Floor & Wall Coverings) thru McCann-Erickson, Inc(NY) will sponsor Mr. & Mrs. North over NBC-TV on alternate weeks, beginning Feb 2. Revlon Products Corp thru William Weintraub & Co, Inc(NY) is alternate sponsor, beginning Jan 26 when the filmed series makes its NBC debut. The sponsors will cross-plug weekly.

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - SCHEDULE CHANGES: Effective Mon, Jan 4: The Ern Westmore Show becomes a local show only, Mon thru Fri, 12:30-1:30pm EST........Joe Franklin's Memory Lane, Mon thru Fri, moves to 3:30-4pm EST........ The Jerry Lester Show, Mon thru Fri, moves to 4-4:55pm EST.......Jean McKenna, a new program starring the piano recitalist, debuts and will be seen Mon thru Fri, 5-5:15pm EST.

WNBT(Ch 4) New York - Port of New York - 1954, ON FILM; HIGHLIGHT Jan 3; Sun, 12:30-1pm EST. Public Service. Documentary film produced by Princeton Film Center(NJ); Dir- Henwar Rodakiewitz; Photog- David L. Quaid; Tech Advisor- Paul Kossoff; Writer- Oeveste Granducci. A pictorial story of land, sea and air shipping facilities and services available in the N.Y.-N.J. port area of the Port Authority. This will be the first TV showing.

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FILM PACKAGES

Father Knows Best PLANNED SERIES(Hollywood); starring Robert Young; 26 half-hour films. Pkgr- Cavalier Enterprises (c/o Screen Gems, Inc); Film Prod- Screen Gems, Inc, Columbia Pictures Studio, 1438 N. Gower, Hollywood, Calif.; Prod- Gene Rodney. No other production info available, director not appointed yet. Scheduled to go into production in April, 1954. Story line will follow Young's radi program of the same name, on the air five years, but with a completely different cast for the TV films.

Capsule Mysteries CURRENT(New York); starring Glenn Langan as Inspector Drew; 39 3½-minute films completed this month (260 planned), for three-times weekly programming. Cost Range- On request. Pkgr-Prod-Dist- Charles Michelson, 15 West 47th St, New York 36; Dir & Writer & Casting- Gil Braun; Sets- Peter Syforth; Music- EMI Music Library. Each 3½-minute film is a complete mystery episode.

Drew Pearson's Washington Merry-Go-Round CURRENT(Washington); Pearson's predictions, exclusives, feature story, relating to up-to-the-minute events; 26 weekly 15-minute films (filmed Wednesday, air expressed for immediate viewing). Cost range- On request. Pkgr- Motion Pictures for Television; Film Prod- Times Square Productions; Prod-Dir- Charles Curran. Released thru Motion Pictures for Television, Film Syndication Div, 655 Madison Ave., New York 21.

FILM DIGEST: Television Producers, Inc(Martin Jones, Henry Olmsted, Gordon Knox) completed the first episode in their current untitled dramatic series being done with the U. S. Marine Corps. Title of the episode is "Incident in Korea," by George Hill and it was filmed mainly at Quantico, Va........Janet Dean, R.N., Cornwall Productions series, will roll on the second 13-film group Feb 1 at Parsonnet Studio, Long Island City, N. Y. Robert Boyle and James Nielson will alternate as directors........Johnny Jupiter currently shooting new series at IMPS. Production staff now includes Dan Klugherz, prod supervisor; Ben Gradus(IMPS), director. Gradus also handles casting with Barry Lawrence of the Kagran Corp staff...... KTLA(H'wood), owned by Paramount Television, Inc., a subsidiary of Paramount Pictures Corp., has become one of the stockholder stations in the Vitapix Corp group. KTLA has agreed to make several of its live shows available for film syndication thru Vitapix. A few days after the new affiliation was announced, Paramount Pictures bought the Warner Brothers studio on Sunset Blvd for use as a future home for KTLA, including facilities for filming shows for Vitapix as well as other projects.

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NEWS AND COMMENT: TV set manufacturers advertising and publicity squabble does not effect programming, but it has resulted in some soft talking commercial announcements with various announcers and other speakers for TV set manufacturer sponsors saying"color television is the product of the research of many manufacturers," as the general phraseology goes. Meanwhile, only a few sparse comments have come from the same leaders on what the actual future is for color programming in terms of probable daily and weekly totals during the next two years. Only the biggest advertisers will bear full network loads and as soon as prestige becomes less of a factor, costs may knock some grandiose plans back into agency future files. Some film organizations that have a backlog of color series may have trouble with color balance as far as TV transmission is concerned as technical standards are not yet decided.

NEW NETWORK AFFILIATIONS: To ABC-TV: KIMA-TV(Ch 29), Yakima, Wash., owned by Cascade Broadcasting Co., Thomas G. Bostic, gen mgr.; affiliated Nov 15/ WNCT(Ch 9), Greenville, N. C., owned by Carolina Broadcasting System, Inc., A. Hartwell Campbell, gen mgr.; affiliated Dec 1/ KIDO-TV(Ch 7), Boise, Idaho, owned by KIDO, Inc., Walter E. Wagstaff, gen mgr.; affiliated Dec 17. To CBS-TV: KISJ(Ch 6), Pocatello, Idaho, owned by The Tribune-Journal Co., Inc., Robert S. Howard, gen mgr.; affiliated Dec 1/ KGLO-TV(Ch 3), Mason City, Iowa, Herbert R. Ohrt, gen mgr.; effective May 1, 1954.

PERSONNEL CHANGES: Jack Meyers joined CBS-TV, Hollywood office, as script coordinator. He had been director of business affairs for CBS Radio........Jim Paterson joined KNXT(H'wood) as a producer after returning from the service. He had previously been a TV producer for J. Walter Thompson Co.......Spencer Allen named news director of WGN, Inc., in charge of the consolidated television and radio news departments, with a 24-man staff. Stephen Fentress is asst director for TV. Robert F. Hurleigh, who had been director of the WGN news division since 1944, has joined the Washington staff of Mutual Broadcasting System and the Fulton Lewis, Jr., organization in Washington........Frederic W. Wile, Jr., is transferring to NBC-TV's Hollywood office as v.p. in charge of the TV net program division.

TALENT SHOWSHEET JANUARY 4-10, 1954

Most of the shows on January 1, 2, 3 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 8. Script identifications used are: (O) original, (A) adapatation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters underlined.

FRIDAY JANUARY 1

MAMA (Peggy Wood)	CBS 8pm	Katrin's Hope Chest - (O) by Kay Arthur; with (R) & Arthur Walsh, Joyce Van Patten; (SD)
DAVE GARROWAY SHOW	NBC 8pm	Lily Pons (S) & (R)
Topper (Jeffreys)	CBS 8:30	(R) & Mary Field, Guy Wilkerson, Juney Ellis; (SW & SD)

SATURDAY JANUARY 2

ROD BROWN	CBS 11:30	(R) & Nick Saunders, Clarke Gordon, Vincent Barbi; (SW & SD)
ETHEL AND ALBERT	NBC 7:30	Cele McLaughlin, Ray Bramley, Billy Lee, Joe Fallon; (SW & SD)
LEAVE IT TO--GIRLS	ABC 7:30	(R) & Ted Malone, Judy Holliday
JACKIE GLEASON	CBS 8pm	Gordon MacRae (S) substitutes for vacationing Gleason this show & next; Mickey Deems (C), Connie Sawyer (C), Marian Morgan (S), Joan Mann Dancers
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Alicia Markova (D), Janik & Arnaut (D), Keith Textor, Sylvia Michaels, Jack Russell, Billy Williams Quartet (all S)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	The Flack Match - (O) by Michael Morris; with (R) & Joe Foley, Edward Peck, Peg Hillias, Eddie Miller, Leo Tepp; (SD)
MEDALLION THEATRE	CBS 10pm	A Suitable Marriage - (O) by Margaret Lewerth; with Otto Kruger, Roddy McDowell, Ann Shoemaker, Lenka Peterson, Morton Stevens, Francis Compton
Orient Express	WCBS 10:30	The White Mask - (O) by Victor Rodier; with Philip Reed, Andree Debar, Pierre Gay, Pascale Robert, Gisele Preville; Dir by Steve Sekely

SUNDAY JANUARY 3

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	A Contract - (O) by Paul Tripp; with Frieda Altman, Alan Shayne, Maurice Tarplin, Eric Mattson; (SD)
FRONTIERS OF FAITH	NBC 1:30	I Sing of a Maiden - (O) by Samuel J. Larson; with Rosemary Murphy, Sydney Smith, Abby Lewis, Tom Charlesworth, Brandon Peters; (SD)
AMERICAN INVENTORY	NBC 2pm	The Library - with Cornelia Otis Skinner, William Dix, Flora Ludington (latter two, librarians)
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	John Marshall and the Burr Case - (O) by Ellen & Richard McCracken; with Robert Emmett Keane, Dan Riss, Richard Garland, Walter Kingsford, Byron Keith, Mack Williams, Phil Rich, Forrest Taylor; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Nobody's Fool - (from Pastures of Heaven) - (O) by John Steinbeck, (A) by Arnold Schulman; with Thomas Mitchell, Randy Stuart, Rosemary DeCamp, Allene Roberts, Max Wagner, John Call, John Qualen, Don Garner; Dir by Harry Horner (FILM); Palle Alone in the World - with Lars Henning-Jensen; Dir by Astrid & Bjarne Henning-Jensen (FILM); Benediction - poem by Stanley Kunitz, read by Cooke; Village Incident: India - (O) by Arnold Sundgaard; with E. G. Marshall, Noel Leslie, Mark Rydell, Bernard Grant, George Mitchell, Edgar Stehli, Everett Sloane (LIVE FACT DOCUMENTARY, SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	Mallory's Tragedy on Mt. Everest - (O) by Jeremy Daniel; with Leslie Nielsen, Basil Langton, Jack Manning, Jack Livesey, Francis Bethencourt, Robert Ross; (SD)

SUNDAY JANUARY 3(Cont'd)
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GEORGE JESSEL	ABC 6:30	Denise Darcel, Romo Vincent (C), Lucienne & Ashour (D)
Private Secretary (Ann Sothern)	CBS 7:30	Blau Holstein Memoirs - (O) by Leonard Gershe; with (R) & Jesse White, Eugenie Leontovich, Edith Evanson, George E. Stone; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Richard Haydn; Doretta Morrow in scene from Kismet - (O) by Edward Knoblock, Musical (A) & Lyrics by Robert Wright & George Forrest, Book by Charles Lederer & Luther Davis; The Three Ruddels (C-acro), Donna Atwood in Snow White with Icecapades cast(FROM BOSTON); Les Compagnons de la Chanson (S), Robert Lamoret (ventriloquist), Jose Greco (D)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	The Invisible Man - (O) by Bruce Geller; with (R) & Jack Klugman, Berel Firestone, Gaye Jordan, Buck Kartalian, Wood Romoff; (SD)
ORCHID AWARD	ABC 9:15	Tony Bennett (S); Donald Woods, MC
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	The Reading, Pa. Story - (O) by Meade Roberts; with Wesley Addy, Carmen Mathews, Jason Johnson, Louise Buckley, Robert Ozores, David Winters, Bruce Marshall; (SD)
THE WEB	CBS 10pm	Enough Rope - (O) by Hal Hackady; with Louise Albritton, Norma Crane, Laurence Hugo, John Conwell, Tani Seitz, Conrad Bain, C. K. Alexander, Miriam Wolfe, Hans Joseph Schumm; (SD) by Lela Swift
Man Against Crime (Ralph Bellamy)	NBC&DuM 10:30pm	Don't Feed the Animals - (O) by Irving Elman & Arthur Stark; with Donald Curtis, Constance Moorehead, Jean Carson, William Thunhurst, Jr., David White, Nathaniel Frey; (SD)

MONDAY JANUARY 4
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JAMIE(Brandon deWilde)	ABC 7:30	Jamie and the 4-H Pig - (O) by Robert Alan Aurthur; with (R) only
VOICE OF FIRESTONE	NBC 8:30	Eugene Conley (S)
RED BUTTONS (Joe Silver)	CBS 9:45	Joni James (S), Bibi Osterwald, Betty Ann Grove, Allan Walker, Mort Marshall, Sally Fain(9:30-9:45 part pre-empted by Pres. Eisenhower For TVR showings, add KINE repeat of Autograph Book Sketch originally seen on 2/2/53)
ROBERT MONTGOMERY	NBC 9:45	The Steady Man - (O) by Theodore & Mathilde Ferro; with June Lockhart, Arthur Franz, Leatrice Joy, Olga Fabian, Fredd Wayne, Angela Adamides, Jack Straw, Robert Harris, Ralph Dunn, Luis Van Rooten, Amy Douglass, Dick Ewell, Rita Fredericks; (SD)
STUDIO ONE	CBS 10pm	The Runaway - (O) by A. J. Russell; with Jack Carter, Charles Ruggles, Mary Wickes, Wallace Ford, Hildy Parks, Truman Smith, Albert Salmi; (SD) by Franklin Schaffner; Title drawing by Sidney Hoff

TUESDAY JANUARY 5
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Cavalcade of America	ABC 7:30	Poor Richard - (O) by Frederick Jackson & Arthur Ripley; with Cecil Kellaway, Dabbs Greer, Alan Napier, Leo Britt, Henry Brandon; Dir by Peter Godfrey; Gil Ralston Production(REPEAT OF 10/1/52)
Gene Autry (& Pat Buttram)	CBS 8pm	Ransom Cross - repeat of film originally shown on 10/6/53(See Vol. 5, No. 40, P. 9)
BUICK-BERLE	NBC 8pm	Martha Raye (C), Charlie Applewhite (S)
Fireside Theater	NBC 9pm	Moses and Mr. Aiken - (O) by Edward Thompson, (A) by Joyce Cook; with Porter Hall, Lillian Culver, William Bakewell, Clark Howatt, Gayne Whitman, Bob Foulk, Mary Alan Hokanson, Dorothy Bruce, Dick Crane, Robert Easton, Mabel Paige; (SD)
THIS IS SHOW BUSINESS(Fadiman)	CBS 9pm	Jan Murray (C), Connie Russell (S), Lewis & Von (D); Kathryn Murray, guest panelist
Danny Thomas	ABC 9pm	(R) & Nana Bryant, Adele Jergens; (SW & SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Forever and Ever - (O) by Edward S. Fox; with Marcia Van Dyke, Richard Kendrick, Kevin Coughlin, Isabel Bonner; (SD)
SUSPENSE	CBS 9:30	Diamond in the Sky - (O) by John Clare, (A) by James P. Cavanagh; with Annabella, Eddie Garr, Jackson Young, Charles Andre, Frank Lyon

TUESDAY JANUARY 5 (Cont'd)

UNITED STATES STEEL HOUR	ABC 9:30	Hedda Gabler - (O) by Henrik Ibsen, English (A) by Noel Langley, TV (A) by Erik Barnouw; with Tallulah Bankhead, Luther Adler, John Baragrey, Alan Hewitt, Eugenia Rawls, Marie Carroll; (SD)
DANGER	CBS 10pm	Night of Reckoning - (O) by John & Ward Hawkins, (A) by Reginald Rose; with Ed Binns, Walter Matthau, John Shay, Fred Scollay; (SD)
JUDGE FOR YOURSELF	NBC 10pm	Kitty Kallen, Bob Carroll, The Skylarks (all S)

WEDNESDAY JANUARY 6

CHICAGO SYMPHONY	DuM 8:30	Antal Dorati, conductor
KRAFT TELEVISION THEATRE	NBC 9pm	The Thankful Heart - (O) by Herbert A. Francis*; with Florenz Ames, John Stephen, Grace Keddy, Leora Thatcher, Leona Powers, Jack Arthur; (SD) *(A) - by Jack Roche
HARLEM DETECTIVE	WOR 9:30	Before I Die - (O) by Jay Bennett; with new (R): Tommy Anderson, Stewart Bradley, replacing William Marshall & Owen Jordan, respectively; & Coral Lee, Rosette LeNoir, Floyd Ennis, Frank Butler, J. Flash Riley; (SD)
Douglas Fairbanks	WNBT 10:30	The Red Dress - incorrectly scheduled for last week(See last issue for credits)

THURSDAY JANUARY 7

T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Neutral Corner - (O) by Robert Sloane; with June Dayton, Joe Helgesen, Joe Downing, Clem Fowler, Joe Maross; (SD)
Four Star Playhouse	CBS 8:30	The Test - (O) by Blake Edwards; with Dick Powell, Frances Rafferty, Darla Ridgeway; Dir by Blake Edwards
LUX VIDEO THEATRE	CBS 9pm	Call Off the Wedding- (O) by Edward Fox, (A) by Lois Landauer; with Joanne Dru; (SD, FROM HOLLYWOOD)
Ford Theatre	NBC 9:30	The Fugitives - (O) by Sigman Byrd, (A) by Robert Hardy Andrews; with Barry Sullivan, Raymond Burr, Mary Beth Hughes, Anita Louise, Douglass Dumbrille, Sarah Selby, Jerry Paris; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Babylon Revisited - (O) by F. Scott Fitzgerald, (A)-(SW); with Kevin McCarthy, Ted Newton, Lincoln Peters, Eleanor Wilson, Haila Stoddard; (SD)
PHILIP MORRIS PLAYHOUSE	CBS 10pm	Kitty Doone - Constance Bennett, Jerome Cowan, Nydia Westman
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Alvin Boretz; with Jim Nolan, Parker Fennelly, Charlotte Knight, others to be announced; (SD)
HIGH TENSION	WOR 10:30	The Ghost of Macbeth - (O) by William Shakespeare, (A) by Jay Bennett; with Jack Manning; (SD)

FRIDAY JANUARY 8

THE NEW REVUE	CBS 5:30	The Jackson Sisters (S), Marshall Izen, Joan Holloway (D) (COLOR)
Topper(Jeffreys)	CBS 8:30	(R) & Mary Field, Guy Wilkerson, Juney Ellis; (SW & SD)
Schlitz Playhouse	CBS 9pm	Rim of Violence - (O) by Fred Brady; with Scott Brady, Marcia Patrick, Alfred Linder, Martin Milner, Gloria Saunders, B. G. Norman, Ralph Peters; (SD) by Arnold Laven
THE BIG STORY (Robert Sloane)	NBC 9pm	Niver Beaman, Waterbury, Conn. American - (O) by Raphael Hayes; with Allen Nourse, Mary Alice Moore, Frank Marth, Dorothy Elder, Harold J. Stone, Pauline Hahn, Anthony Carr, Philip Truex; (SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	Marked Money - with Joseph Sweeney, Kate McComb, Dean Harris, Harrison Dowd, Ann Borg; (SD)
COMEBACK STORY	ABC 9:30	Arlene Francis, new MC, effective this show
YOUR CHEVROLET SHOWROOM(C. Romero)	WABC 10pm	DeMarco Sisters (S), Gerri Gale (D), Minda Lang (whistler), Archie Robbins (C), Eugenie Baird (S), Zippy, the Monkey

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 1 THROUGH FRIDAY JANUARY 8

STRIKE IT RICH	CBS 11:30	M - Anda Varipapa (bowling)
GARRY MOORE	CBS 1pm	M - Zippy, the Chimpanzee; Tu - Mario Vigiani (caricaturist), Ferrante & Teicher (M); F - Helen Carroll & singing group
KATE SMITH (& Ted Collins)	NBC 3pm	M - Michele Burke, Betsy Holland & Delores Bouche (all R) in comedy sketch; Tu - Hoctor & Byrd (D), The Three Suns (M&S); Loser Take All - (O) by Nelson Gidding; with Michael Wager, Ann Roberts, John Moore, Noel Drayton; W - Hank Thompson & his hillbilly band; Thu - Seymour Bernstein (M), The Fort Dix Jazz Band; Charlie Ruggles in The World of Mr. Sweeney; F - Arthur Maxwell & Helena Scott (S), Eddie Heyward Trio (M),
MAGIC COTTAGE	WABD 6:30	(R) & Iggie Wolfington, Curtis Wheeler
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	The Invisible Saboteur - (O) by Carey Wilber; with (R) & Earl Hammond, John Seven, Judson Pratt, John Connell, Ray Boyle;(M thru F)
BROADWAY TV THEATRE	WOR 7:30	Gramercy Ghost - (O) by John Cecil Holm; with Veronica Lake, Charles Pursell, Richard Hylton, Ernest Graves, Hazele Burgess, Katherine Anderson, Joe E. Marks, Ralph Bunker, W. O. McWaters;(SD)
BARRY GRAY	WABD 11pm	M thru F - Ken Roberts substitutes for vacationing Gray

SATURDAY JANUARY 9

AN EYE ON NEW YORK	WCBS 3pm	kill: Bill Leonard; add: Charles Collingwood as moderator, effective 1/2/54
Hopalong Cassidy (William Boyd)	WNBT 6:30	The Renegade Press - (O) by Robert Schaefer & Eric Frewald; with (R) & Rick Vallin, William Fawcett, Lou Nova, Terry Frost, William Phillips, Stanford Jolley; Dir by George Archainbaud
Annie Oakley (Gail Davis)	WABD 7:30	Annie & the Lily Maid - (O) by Paul Ganglen; with (R): Gail Davis, Jimmy Hawkins, Brad Johnson & Tom London, Maura Murphy, House Peters, Jr., George Lewis; Dir by DeHaven(PREMIERE IN NYC)
MEDALLION THEATRE	CBS 10pm	The Magic Touch - (O) by George Bellak; with Paul Douglas & others to be announced; (SD)
Orient Express	WCBS 10:30	Runaway - (O) by Victor Rodier; with Robert Christopher, Eva Kerbler, Joe List, Peter Weiss, Hilde Jager; Dir by Robert Spafford

SUNDAY JANUARY 10

OMNIBUS (Alistair Cooke)	CBS 5pm	Robert, Gaby, Jean Casadesus (all M); Decision for Chemistry - FLM True or False - with Thomas S. Buechner about forgeries in art; The Remarkable Case of Mr. Bruhl - (O) by James Thurber; with Elliott Nugent
HALLMARK HALL OF FAME	NBC 5pm	Crusade to Liberty - with Douglass Montgomery, Jan Englund(H'WOOD)
Roy Rogers (& Dale Evans)	NBC 6:30	Ghost Gulch - (O) by Virginia M. Cooke; with (R) & Peggy Stewart, Dale Van Sickel, Zela Cleaver, George Lewis, Reed Howes, William Fawcett, I. Stanford Jolley (REPEAT)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	Charles the Ist - (O) by Maury Stern; with Lorne Green, Ray Bramley Bramwell Fletcher, Addison Richards, Richard Waring; (SD)
GEORGE JESSEL	ABC 6:30	Pearl Bailey (S), Jerome Hines (S), Elaine Dunn (D)
Private Secretary (Ann Sothern)	CBS 7:30	The Sable Coat - (O) by Phil Davis; with (R) & Marcel Dalio, Joan Banks, Peggy Maley, Almira Sessions, Jean Garvin, Robert Norris, Jack Chefe, Gene Collins; (SD)
COLGATE COMEDY HOUR	NBC 8pm	Dean Martin & Jerry Lewis (FROM HOLLYWOOD)
ORCHID AWARD	ABC 9:15	June Hutton (S), Donald Woods, MC
Letter to Loretta (Loretta Young)	NBC 10pm	Lady Killer - (O) by William Bruckner; with Whit Connor, Walter Coy, James Flavin, Hope Miller, Queenie Leonard, Phil Tead, Anthony Warde, Chuckie Bradley

Ross Reports ON TELEVISION

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VOLUME 6 NUMBER 2

EDITOR: Jerry Leichter
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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(11)

CBS- 4-4:30pm EST, Mon thru Fri; DEBUT; Robert Q. Lewis Show; from WCBS-TV(NY), to the net. Sustaining. Pkgr- Rosebush Enterprises, Inc(NY); Exec Prod- Marlo Lewis(CBS); Prod- Rai Purdy(CBS); Prod Superv- Jim Drummond; Dir- Frank Satenstein; Music Dir- Ray Bloch (& Orch); Sets- Dick Jackson; Costumes- Blanche Hunter; Choreog- Don Liberto; Staff Writers- Ray Allen, Bob Cone, Harvey Bullock; Prog Anncr- Lee Vines. Informal comedy-variety program, starring Robert Q. Lewis, supported by male vocalists Jan Arden and Earl Wrightson, female vocalists Jaye P. Morgan and Lois Hunt, dancer Don Liberto, and the Chordettes, all-girl singing group (Wednesdays only).

DuM- 9-9:30pm EST; HIGHLIGHT; New Farm Policy; from WTTG(Wash), to the net. Sustaining, public service. Secretary of Agriculture Ezra T. Benson explains the administration's new farm policy as presented to Congress by President Eisenhower.

NBC- 10:30-11am EST, Mon thru Fri; DEBUT; Breakfast In Hollywood; from KNBH (H'wood), to the net. Sustaining. Pkgr- Chet Mittendorf; Prod- William Kayden; Dir- John B. Lyman, III; Assoc Dirs- Emma Helen Bode, Henry Taylor; Music Dir- Vic Valente. TV debut of the long-time radio program, with Johnny Dugan as m.c., originating from the Sun Club of the Ambassador Hotel. Visual features added include a guest hostess of the week to aid in conducting interviews with celebrities. The regular features carried over from radio include the Good Neighbor award, the Wedding Ring ceremony, a salute to the "100-year-old for the day," and the dedication of songs by Dugan to listeners.

NBC- 11:30am-12noon EST, Mon thru Fri; RETURN; Ask Washington; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-TV News and Special Events; Prog Superv- Julian Goodman(NBC); Dir- Robert Doyle; Anncr- Holly Wright. Each day a panel of three Washington commentators will answer viewer's questions (read by Holly Wright) submitted by mail or telegram. Panel pool will include Morgan Beatty, David Brinkley, Leif Eid, Richard Harkness, Bill Henry, Joseph C. Harsch, Ned Brooks, Earl Godwin, Ray Scherer and Esther Van Waggoner Tufty, with occasional special guests. The program had previously been on the air during the 1952 political conventions and was a regular program during the 1953 Congressional session, leaving the air at the end of June, 1953. It now replaces The Bennetts (11:30-11:45am) and Follow Your Heart (11:45-12noon) both M thru F.

THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Tuesday(12)

DuM- 9-9:30pm EST; HIGHLIGHT; The Evolution of Foreign Policy; from WABD(NY), to the net. Sustaining, public service. Secretary of State John Foster Dulles will review U.S. foreign policy at a meeting of the Council on Foreign Relations at the Hotel Pierre, New York.

Saturday(16)

ABC- 6-6:15pm EST; NET DEBUT; The Tommy Henrich Sports Show; from WABC-TV(NY); no. of stations indefinite. Sponsor- Emerol Manufacturing Co (Marvel Mystery Oil & Oilers) thru Hilton & Riggio, Inc(NY); Acct Exec & Agcy Superv- Joseph P. Quin (cq) Jr. Pkgr- Gross-Baer Productions(NY); Prod- Jerry Gross & Norman Baer; Prod Superv- Howard Ruben; Dir- Bill Balaban; Writer- Tommy Henrich. Tommy Henrich presents news of sports and interviews with leading sports figures. The program has been seen locally over WABC-TV for the same sponsor at the same time and switches to network on this date.

Sunday(17)

ABC- 1-1:15pm EST; DEBUT; Elmer Davis; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV News Dept; Dir- Baron Trenner, Jr. The news commentator returns to broadcasting for his first regular TV program after ill health forced his temporary retirement in October. He had previously been heard regularly on ABC radio. Program replaces Gerald W. Johnson in the same time slot. The latter program continues only over WAAM(Baltimore), its regular originating station,at a new time.

CBS- 2:30-3pm EST; HIGHLIGHT; New York Portrait, LIVE & FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept, with the Museum of the City of New York & the Federal Hall Memorial Museum; Prod-Dir- William Workman(CBS); Staff Writer- Cleveland Rogers. Special program marking the 300th anniversary of New York City, blending live props, photos, drawings and other material to show, pictorially, New York's growth in three centuries. Don Hollenbeck will narrate the documentary. Michael Kane will read poetic tributes to the city by noted poets and authors.

DuM- 7-7:30pm EST; RETURN; Author Meets the Critics; from WABD(NY), to the net. Sustaining. Pkgr- Kagran Corp(NY); Prod- Martin Stone; Prod Superv- Phyllis Adams; Dir- Harry Coyle(DuM); Moderator- Virgilia (cq) Peterson. Literary panel discussion program, with the author or authors of current controversial books defending their work with the aid of a pro-critic against an anti-critic. Program originally debuted June, 1947 (WNBT, NY) and switched to DuMont, January 3, 1952. It was last seen Oct 28, 1953, when it left the air.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Mask (Sun, 8-9pm EST) ADD: Gary Merrill and William Prince co-starred each week as "Walter and Peter Guilfoyle," brother attorneys; Sets- Howard Barker alternating weekly with Maurice Gordon. (See p 2). Weekly scripts will be based on the cases of the attorneys, with a different supporting cast weekly.

Motorola TV Hour (alt Tue, 9:30-10:30pm EST); CASTING CHANGE: Joan MacDonald now casting director, replacing Phil Stein (See CBS, Medallion Theatre). MacDonald is working at ABC Little Theatre, 240 W. 44th St, New York 36. Write only for appointment, enclose composite.

CBS- Danger (Tue, 10-10:30pm EST); SCRIPT INFO CHANGE: Scope widened for comic or macabre situations as well as melodramatic or tragic, with emphasis on characterization. Story Ed- Elizabeth Bullock, CBS, 524 W. 57th St., New York 19.

CBS- The Man Behind The Badge (Sun, 9:30-10pm EST). John Peyser is now director, succeeding Arthur Singer.

Medallion Theatre (Sat, 10-10:30pm EST); ADD: Phil Stein named associate producer. Producer Mort Abrahams now also handling scripts, at MCA, 598 Madison Ave, New York.

NBC- Glamour Girl (Mon thru Fri, 10:30-11am EST); Last show Jan 8. Replaced by Breakfast In Hollywood (See net debuts).

Pinky Lee Show (Mon thru Fri, 5:15-5:30pm EST) ADD: Music Dir- Gaylord Carter (organist); Sets- Larry Klein. Betty Jane Howarth (cq) is featured in cast (See p 1, original listing).

Judge For Yourself (Tue, 10-10:30pm EST); FORMAT CHANGE: Instead of variety talent, a regular cast now presents new songs written by professional songwriters which are judged by an audience panel with the results matched against the applause of the studio audience. Fred Allen continues his monologues and interviews with panelists. New regulars include vocalists Kitty Kallen, Bob Carroll and the Skylarks, with Milton DeLugg's orchestra.

NETWORK SPONSOR ACTIVITY

MYSTIK ADHESIVE PRODUCTS(Tape) thru George H. Hartman Co(Chi) will sponsor the Friday, 1:45-2pm segment of the Garry Moore Show (Mon, Wed, Fri, 1:30-2pm; Tue, Thurs, 1:30-2:30pm) over CBS-TV. The Kellogg Co, which previously sponsored the segment, is shifting its sponsorship to Thurs, 2:15-2:30pm. Mystik takes over Jan 15.

MUTUAL OF OMAHA(Insurance) thru Bozell & Jacobs, Inc(Omaha) will become a co-sponsor of John Daly and the News, Mon and Wed, 7:15-7:30pm over ABC-TV, effective Feb 1. Whitehall Pharmacal Co is the co-sponsor across-the-board.

THE HAGAN CORP(Calgon) thru Ketchum, MacLeod & Grove, Inc(Pitts) will sponsor the Wed, 3:30-3:45pm segment of the Bob Crosby Show (Mon thru Fri, 3:30-4pm) over CBS-TV, beginning Feb 10.

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LOCAL STATION ACTIVITY

WOR-TV(Ch 9) New York - Living By Design; DEBUT Jan 12; Tues, 10-10:30pm EST. Sustaining. Prod- Thomas Creighton & Mrs. Bernard Thomsen; Exec Dir- Katherine Morrow Ford; Dir- Ralph Giffen(WOR-TV). Thomas Creighton is host for a panel-discussion of architectural problems and design and how they affect everyday living, centered on specific weekly topics. Panelists will be well-known architects in various fields. Creighton is editor of "Progressive Architecture Magazine."

WPIX(Ch 11) New York - Skiing With Tobey; DEBUT Jan 7; Thurs, 11:20-11:30pm EST. Sustaining. Pkgr- WPIX; Prod- Matt Tobey; Dir- Mike Meltzer. Matt Tobey, ski writer for the N. Y. Daily News, presents up-to-the-minute ski-snow conditions in regions accessible from New York, with ski experts as guests.

WATV(Ch 13) Newark, NJ - The Amateur Songwriters Hour; DEBUT Jan 10; Sun, 2-2:30pm EST. Sustaining. Pkgr- Hesse-Schwartz Productions; Prod- Milton B. Lederman; Dir- Irving Ross. Danny Stiles m.c.'s the presentation of four songs each week chosen from submissions by amateurs, with a weekly winner chosen by a mixed professional song writer-studio audience panel.

WAAM(Ch 13) Baltimore - Gerald W. Johnson; SCHEDULE CHANGE Jan 18; Mon, approx 10:45-11pm EST. Johnson returns to local time only, moving from the former Sunday, 1-1:15pm ABC-TV net time. He has been seen locally over WAAM weekly since July 4, 1952, with his commentaries.

WNBQ(Ch 5) Chicago - Howard Miller Show; HIGHLIGHT Jan 8; Fri, 11pm-1am CT; special show-casing over NBC-TV's owned and operated net; from WNBQ to WNBT(NY), WNBW(Wash) and WNBK(Cleve). Guest celebrities scheduled include Eddie Cantor, vocalist Sara Vaughn, actor Eddie Bracken, the Four Aces vocal quartet, and the Vernon Duncan Dancers. Program presents weekly guest stars and recorded music, with Howard Miller as m.c. Prod- Ellen Stewart; Dir- Bill Healion.

KHJ-TV(Ch 9) Hollywood, LA - Musical Clock Time; DEBUT Jan 16; Sat, 5:30-6pm. Sponsor- Clock Drive-In Restaurants thru Bob Howard Advertising Agency(LA). Disc jockey Dick Whittinghill and "The Playmates," musical trio present popular music, with Whittinghill interviewing a weekly recording guest star and three talented teen-agers from high schools in the Los Angeles area.

KTLA(Ch 5) Hollywood, LA - Haw, Haw, Hawthorne; DEBUT Jan 4; Mon thru Fri, 6:30-6:45pm. Sustaining. (Jim) Hawthorne, California comedian, presents his ad-lib comedy, odd sound tracks, unusual recordings and music humor and his personalized vocabulary.

WTVJ(Ch 4) Miami - Hialeah Stake Races; RETURN Jan 16; Wed and Sat afternoons mainly, also holiday specials. Sponsor- Cities Service thru Ellington & Co(NY). Pkgr- WTVJ. Former jockey Sammy Renick interviews jockeys, owners, trainers and track guests before the race, with Fred Caposella handling the race description. Races to be televised include all stake events, from the Inaugural, Jan 16, thru the Hialeah Turf Handicap, March 3, and includes the Flamingo Stakes, Feb 27. The latter was also presented over CBS-TV during the 1953 meet.

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FILM PACKAGES

Inner Sanctum CURRENT(New York); with Paul McGrath as host, introducing stories of emotions, fears, hates and crime involvements with a minimum of violence; 39 half-hour films. Cost range- On request. Series is already sold in approximately 60 markets. Pkgr- Gallahad Productions, 460 West 54th St, New York 19. Film Prod- Gallahad at Fox Movietone, New York; Prod- Himan Brown(Gallahad-NBC); Assoc Prod- Mende Brown; Prod Superv- George Wallach(NBC); Dir- Alan Neuman; Musical Dir- Lew White; Sets- Richard Sylbert; Casting- Himan Brown. Dist- NBC Film Division, 30 Rockefeller Plaza, New York 20 (or other offices).

Colonel March CURRENT(England); starring Boris Karloff as Col. March, with Ewen Roberts as Inspector Ames; based on the detective stories of John Dickson Carr; 26 half-hour films. Cost range- On request. Film Prod- Fountain Films, London, England; Prod- Hannah Weinstein; Dir- Martin Ritt; Writers- Leslie Sloate, others. Dist- Official Films, 25 West 45th St, New York 36.

Edward Arnold CURRENT-RETITLED; Edward Arnold acts as host for films formerly first run on General Electric Theatre, various types of dramas starring Hollywood names; 52 half-hour films. Pkgr- Stuart Reynolds. Film Prod- Sovereign Productions, 7324 Santa Monica Blvd, Hollywood, Cal; Prod- Gil Ralston, Arthur Ripley; Prod Superv- Chris Beute; Dir- Various. Dist- Television Programs of America, 729 Seventh Ave., New York. New intros were shot for the series with Arnold as host.

FILM DIGEST: Sovereign Productions(H'wood) turned out 55 half-hour television films during 1953 and is reported to be planning expanded production for 1954........Movie producer Hunt Stromberg is preparing a half-hour series, Pitfall, based on documented stories of juvenile delinquency. Films will be shot in various localities, with Stromberg's home studio at General Service in Hollywood. ....APB Corp has been formed in Hollywood by actor John Payne, writer W. R. Burnett and movie producer Stephen Ames, to produce a half-hour telefilm series utilizing the talents of the three........Roland Reed's Waterfront series, starring Preston Foster, is scheduled to roll Jan 18 at Hal Roach Studios.

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RATINGS DIGEST

NEW YORK AREA NIELSEN RATINGS FOR FOUR WEEKS ENDING DEC 12 (ONCE-A-WEEK SHOWS):

	Homes(%)	Homes(000)		Homes(%)	Homes(000)
I Love Lucy	59.6	2,235	Godfrey(L & M)	42.0	1,575
Godfrey's Scouts	51.6	1,935	Godfrey(Toni)	41.4	1,553
Jackie Gleason Show	51.2	1,920	You Bet Your Life	40.9	1,534
Dragnet	51.1	1,916	Buick-Berle Show	40.8	1,530
Red Buttons	45.0	1,688	This Is Your Life	39.5	1,481

(Previous NY Nielsen ratings were listed in Vol 5, No 50, p 4)

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NEWS AND COMMENT: Ben Duffy, president of BBDO, in his third annual article in the January issue of "Television Magazine," re-affirms his previous statements that costs will climb still higher for the advertiser, but current TV advertisers are increasing their investments and the list is still growing. He goes along with the opinion that with the new video tape development, film will be obsolete by the time color television becomes practical. Duffy points out that TV advertising investments have not cut away investments in other media, as each has advanced over previous years, a condition that could not have been predicted a year ago. The future? As always, subject to TV advances, technically and market-wise........Allen B. Du Mont Laboratories purchased KCTY(Ch 25) from Empire Coil Co., Inc., builders and operators of the Kansas City, Mo., UHF outlet since June, 1953. The station has been a heavy loser since it went on the air, but its value to DuMont lies in its use as a field laboratory for UHF equipment and programming problems. Current audience is estimated at 70,000 homes with UHF sets........Peter Lind Hayes and Mary Healy have been signed to long-term TV and radio contracts by CBS, with the announced purpose of the move to provide a substitute for Arthur Godfrey during his occasional absences. The couple is also scheduled to begin a CBS radio series soon. The addition of Hayes gives CBS three possible substitutes for Godfrey's shows at any time; the perennial Robert Q. Lewis, who is no longer exclusively CBS; and Garry Moore........Press and trade comment on Chesterfield's dropping of Arthur Godfrey's radio and TV shows after going with him for years suggests that Cunningham & Walsh, Liggett & Myers ad agency, had problems with the handling of commercials as well as extra costs. Only C & W knows where the suddenly-freed funds will be spent. The split had more than normal press interest because of the recent Julius La Rosa controversy, which has led newsmen to look for more cracks in the Godfrey facade.

PERSONNEL CHANGES: Norman Siegel resigned as West Coast director of publicity and exploitation for CBS Television, effective Jan 9........Edward L. Saxe appointed vice president and assistant to the president of CBS Television, to function primarily in financial control areas........Red Gardner named a staff producer for WBBM-TV (Chi). He has been with WBBM radio as a producer........Elmer W. Lower appointed director of news and public affairs for CBS Television in Washington, D.C., and also as director of news for WTOP-TV........Mitchell DeGroot named director of advertising and promotion for ABC Television Network, in a division of AM and TV ad depts.

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TALENT SHOWSHEET JANUARY 11-17, 1954

Most of the shows on January 10, 11, 12 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, January 15. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer(S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JANUARY 8

MAMA (Peggy Wood)	CBS 8pm	Ingeborg's Crime - (O) by Jerome Ross; with (R) & Alice Frost, Anne Seymour; (SD)
DAVE GARROWAY	NBC 8pm	Monty Woolley & (R)
Pepsi-Cola Playhouse (Arlene Dahl)	ABC 8:30	The Gold Thumb - (O) by Bertram Millhauser & Beulah Marie Dix; with Jeanne Cooper, Walter Reed; Dir by Leslie H. Martinson
COMEBACK STORY	ABC 9:30	Arlene Francis new MC effective this show; Eddie Condon (M)

SATURDAY JANUARY 9

ROD BROWN	CBS 11:30	See last weeks issue for credits (Kine was shown on that date because of illness of leading player)
SECRET FILES OF CAPTAIN VIDEO(Hodge)	DuM 11:30	The Salted Planetoid - (O) by Carey Wilber; with (R) & John Dennis, LeRoi Operti, William Keene, Vince O'Brien, Charles Welch; (SD) by Dick Eckler
Johnny Jupiter (Wright King)	WABC 5:30	The Library - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Michael Morris; with (R) & Eda Heinemann, Fred Ardath, Wyrley Birch; (SD)
ETHEL AND ALBERT (Peg Lynch)	NBC 7:30	(R) & Vinton Hayworth, Sr., Leona Powers, Barbara Joyce, Cele McLaughlin, Lester Lonergan, John Craven, Don Hylan; (SW & SD)
LEAVE IT--GIRLS	ABC 7:30	Jackie Cooper, Monica Lewis & (R)
SPIKE JONES	NBC 8pm	Harpo Marx (C) & (R) (FROM HOLLYWOOD)
JACKIE GLEASON	CBS 8pm	Gordon MacRae substitutes for vacationing Gleason; Jean Fenn (S), Mickey Deems (C), Joan Mann Dancers
YOUR SHOW OF SHOWS (Sid Caesar & Imogene Coca)	NBC 9pm	Marilyn Maxwell (S), guest hostess; Bambi Linn & Rod Alexander (D), Billy Williams Quartet (S), the Hamilton Trio (D), Harrison & Holloway (D), Jack Russell (S) & (R)
MEDALLION THEATRE	CBS 10pm	The Magic Touch - (O) by George Bellak; with Paul Douglas, Virginia Gilmore, Loren Gilbert, Rusty Lane, Albert Salmi; (SD); new Assoc Prod: Phil Stein
COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10pm	Prince Fahz of Baklava - (O) by Ed Jurist; with (R) & Philip Abbott, Arny Freeman, Constance Clausen, Earl Montgomery, Blair Davies, Gilbert Mack; (SD)

SUNDAY JANUARY 10

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	To Make Trouble - (O) by Palmer Thompson; with James Gregory, Nelson Olmsted, Norton Stevens, Jock McGregor; (SD)
FRONTIERS OF FAITH	NBC 1:30	Ken Donnelly, Philip Pine, Frank McNellis, Rosemary Murphy, Sydney Smith, Owen Coll, Esther Ritchie, William Marshall, Paul Lilly, Guy Wallace, Tom Charlesworth, Frank Fenton, Vincent Dowling; (SD)
EXCURSION (Burgess Meredith)	NBC 4pm	Former Pres. Harry S. Truman, Film segment repeat of Mr. Lincoln - (O) by James Agee (Seen last year on Omnibus)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Crusade to Liberty - (O) by Eileen & Robert Mason Pollock; with Douglass Montgomery, Edward Ashley, Jan Englund, Tina Carver, Philip Tonge, Lumsden Hare, Harry Cording, John Mylonge, Tudor Owen, Ralph Moody, Donald Lawton; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	The Remarkable Case of Mr. Bruhl - (O) by James Thurber, (A) by Tad Mosel; with Elliott Nugent, Nancy Nugent, William Pierson, Carmen Mathews, Daniel Ocko, DougRodgers, Bram Nossen, Narrated by Edward Everett Horton; True or False - art forgeries presented

TALENT SHOWSHEET(more)

SUNDAY JANUARY 10 (Cont'd)

OMNIBUS (Cont'd)	CBS 5pm	by Van Dantzig; Decision for Chemistry - film made by Monsanto Chemical Co.; Robert, Gaby & Jean Casadesus (all M), interviewed by Cooke
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	The Flying Berrys (roller skating), Louis & Carmen Giovacchini (M), Nick De Matteo (S), Diane Bishop (S); Judges: Dennis James, James Finnegan (Pres., Phila. City Council), Eddie Bracken(FROM PHILA.)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Excerpts from L'Elisir d'Amore - opera by Donizetti; with Bill Tabbert, Salvatore Baccaloni, Jeanette La Bianca (all S)
MR. PEEPERS (Wally Cox)	NBC 7:30	(R) (including Ruth McDevitt, Reta Shaw) & Mario Badolati, Paul Lipson, Peter Turgeon; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Dolores Gray (S), Harry Mimmo (panto), Larry Best (C), Willie West & McGinty (panto), Joyce's Camels, Andy Griffith (C)
COLGATE COMEDY HOUR (Dean Martin&Jerry Lewis)	NBC 8pm	Modernaires (S), Franklin Pangborn (C) & Martin & Lewis (R) (FROM HOLLYWOOD)
THE MASK (Merrill & Prince)	ABC 8pm	(R): Gary Merrill, William Prince;& Sherry Britton, Herbert Berghof, David Burns, Jean Carson, Barbara Nichols, Sid Raymond, Kathleen McGuire; (SW) by Halsted Welles; (SD) by Robert Stevens (PREMIERE OF NEW SERIES)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Hangman in the Fog - (O) by Lionel Shapiro; with Dane Clark, Maureen Hurley, Francis Compton, Werner Klemperer, Michael Gorrin, Rita Vale, Dermot McNamara, Neil Fitzgerald, Donald McClelland, Byron Russell; (SD) by Delbert Mann
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	The Wrench of Death - (O) by Robert Nathe; with (R) & Ann Loring, Jim Bender, Vincent Van Lynn, Alan Linstrom, Frank Stephens; (SD) (FIFTH ANNIVERSARY PROGRAM)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	The New Orleans Story - (O) by Nelson Gidding; with Robert Emhardt, Billy M. Greene, Merrill Albertson, Truman Smith, Ray Danton, Leslie Barrett, Dorian Leigh, Jan Leighton, Jim Boles; (SD) by John Peyser, replacing Arthur Singer
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Fatal Partnership - (O) by Floyd Marshall; with (R) & Elaine Joyce, Phil Schuyler, Jack Shay, Ken Konopka, Eddie Ryans; (SD)
THE WEB	CBS 10pm	The Well - (O) by Art Wallace; with Henry Hull, Dick York, Frank Campanella, Royal Beal, Crahan Denton, Don Briggs; (SD)
Man Against Crime (Ralph Bellamy)	NBC & DuM 10:30(WABD in NYC)	Danger for Duffy - (O) by B. Loring; with Jack Warden, Sally Chamberlain, Charles Jordan, Henrietta Moore, Roland Wood, Shep (dog); (SD)

MONDAY JANUARY 11

JAMIE (Brandon de Wilde)	ABC 7:30	Love Comes to Annie Mokum - (O) by George Bellak; with (R) & Nathaniel Frey, Alice Pearce; (SD)
VOICE OF FIRESTONE	NBC 8:30	Patrice Munsel (S)
RED BUTTONS (Joe Silver)	CBS 9:30	Betty Ann Grove, Kenneth Nelson, Arnold Walton, Peggy Cass, Dorothy Greener, Jill Kraft, Beverly Bruce, Phyllis Newman, Roger Sullivan; Eileen Barton (S)
ROBERT MONTGOMERY	NBC 9:30	A Case of Identity - (O) by Adrian Spies; with Robert Ellenstein, Florence Anglin, Andy Duggan, Charles Saari, Allan Hancock; (SD) by Norman Felton
STUDIO ONE	CBS 10pm	The Remarkable Incident at Carson Corners - (O) by Reginald Rose; with O. Z. Whitehead, Priscilla Gillette, Susan Hallaran, Frances Fuller, Stefan Olsen, Frank Overton, Ruth White, Harry Townes, John C. Becher, Doreen Lang, Hugh Reilly, John Shellie, Robert P. Lieb, Sara Seegar, Glen Walken, Janet Alexander, Charles Taylor, Stanley Martin, John Connaughton, Pud Flanagan; (SD) by Paul Nickell; Drawing by Richard Linder
Adolphe Menjou's Favorite Story	WNBT 10:30	The Gambler - repeat of film originally shown on 3/15/53(See Vol. 5 No. 11, P. 8)

TUESDAY JANUARY 12
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Cavalcade of America	ABC 7:30	G. For Goldberger - (O) by Warner Law; with Walter Coy, William Forrest, Emlen Davies, Susan Seaforth
Gene Autry (& Pat Buttram)	CBS 8pm	Thunder Out West - repeat of film originally shown 10/13/53 (See Vol. 5, No. 41, P. 9)
BUICK-BERLE	NBC 8pm	Mickey Spillane (author), Walter Greaza, Hilltoppers (S), Basil Rathbone, Dagmar & (R)
Make Room for Daddy (Danny Thomas)	ABC 9pm	(R) & Harvey Lembeck, Ned Glass, Nick Dennis; (SW) by Bob Fisher & Alan Lipscott
Fireside Theater (Gene Raymond)	NBC 9pm	The First Prize - (O) by Joseph Cochran; with Grandon Rhodes, Billy Gray, Olan Soule, Ann Doran, Dabbs Greer, Jean Willes; (SD)
THIS IS SHOW BUSINESS (Fadiman)	CBS 9pm	Jacqueline Susann, guest panelist; Charles Trenet (S), Roger Price (C), Sinclair & Spaulding (D)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Piano Tuner - (O) by Joseph Schull; with Fay Bainter, Otto Kruger, Jo Van Fleet, John Keefer; (SD) by James Sheldon
SUSPENSE	CBS 9:30	The Scrap Iron Curtain - (O) by Raymond Lawrence; with Bart Burns, Virginia Kaye, Sylvia Weld, Somer Alberg, Julian Barry, Sheldon Berman; (SD)
MOTOROLA TV HOUR	ABC 9:30	The Last Days of Hitler - (O) by H. R. Trevor-Roper, (A) by David Davidson; with Philip Bourneuf, Arnold Moss, Lotte Stavisky, Luis Van Rooten, Martin Kosleck, Lawrence Fletcher, Steve Gray, Robert Harris, Lilia Skala, Dennis Green, Richard Coogan, Martin Brandt; (SD) by Don Richardson
DANGER	CBS 10pm	Sudden Shock - (O) by Kate Nickerson; with Georgiann Johnson, Darren McGavin, Eda Heinemann; (SD)
THE NAME'S THE SAME	ABC 10:30	Gene Rayburn added as regular panelist

WEDNESDAY JANUARY 13
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STORK CLUB (Sherman Billingsley)		Not Cast at press time
KRAFT TELEVISION THEATRE	NBC 9pm	The Atherton Boy - (O) by Reginald Lawrence; with Louise Albritton, Grant Sullivan, Marjorie Gateson, Lydia Reed, Katherine Emmett; (SD)
HARLEM DETECTIVE	WOR 9:30	I Hate Women - (O) by Bill Allbright; with (R): Tommy Anderson; & Fred Draper replacing Stewart Bradley; also Dortha Duckworth, Dick Ward, Van Prince, Lloyd Richards; (SD)
Douglas Fairbanks	WNBT 10:30	Panic - (O) by Larry Marcus; with James Kenney, John Salew, Peter Jones, Bartlett Mullens, Lloyd Lamble, Charles Lamb, Frank Hawkins, Oscar Guitak, Nicholas Brimshaw; Dir by Lawrence Huntington

THURSDAY JANUARY 14
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JOSEPH SCHILDKRAUT	DuM 8pm	Claim Check - (O) by Joseph Ruscoll; with cast to be announced
Ray Bolger Show	ABC 8:30	(R) & Joan Vohs; (SW & SD)
T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Golden Garter - (O) by Sidney Edelstein; with Audrey Christie, Truman Smith, Ruth Manning, Jason Johnson, Matt Crowley, Berry Kroeger, James Bender, Julius Bing; (SD)
Four Star Playhouse	CBS 8:30	The Bad Streak - (O) by John & Gwen Bagni; with Charles Boyer, Robert Arthur, Virginia Grey; Dir by Robert Aldrich
LUX VIDEO THEATRE	CBS 9pm	All Dressed in White - (O) by Ronnie Alexander; with Richard Carlson & others not announced at press time; (SD, FROM HOLLYWOOD)
Ford Theatre	NBC 9:30	The Ardent Woodsman - (O) by Hugh B. Cave, (A) Karen De Wolf; with Gilbert Roland, Phyllis Thaxter, Marcel Dalio, Clark Howat, Earl Lee, Gordon Clark; Dir by James Nielson
KRAFT TELEVISION THEATRE	ABC 9:30	Burlesque - (O) by George Manker Watters & Arthur Hopkins, (A) - (SW); with Art Carney, Constance Ford, Ann Thomas, Judson Pratt, Russell Hardie; (SD)

THURSDAY JANUARY 14 (Cont'd)

MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Paul Dudley; with Cameron Prud'homme, Olive Blakeney, Frank Milan, Jock MacGregor, Jo Ann Bliss(Sayers); (SD)
HIGH TENSION	WOR 10:30	Go Way From My Window - (O) by William Attaway; with Mary Leader
PHILIP MORRIS PLAYHOUSE	CBS 10pm	The Little Stone House - (O) by George Calderon, (A)-(SW); with Betty Field, Charles Castleman, others; (SD)

FRIDAY JANUARY 15

THE NEW REVUE (Mike Wallace)	CBS 5:30	Doretta Morrow (S), Robert Maxwell (M), Vince & Dee Abbott (D), Dran & Tani Seitz (COLOR)
DAVE GARROWAY	NBC 8pm	Maria Tallcheif (D) & (R)
Topper(Jeffreys)	CBS 8:30	(R) & Kathleen Freeman, Mary Field, Paul Bryar; (SW & SD)
Pepsi-Cola Playhouse (Arlene Dahl)	ABC 8:30	Account Closed - (O) by James Gunn; with Carolyn Jones, George Nader, Fay Roope, Ford Stevenson, Madge Blake; Dir by Herschel Daugherty
Schlitz Playhouse	CBS 9pm	Pearl-Handled Guns - (O) by Lawrence Goldman; with Zachary Scott, Lee Aaker, Harvey Stephens, Katharine Warren, John Cason, William Katching, Howard J. Negley, Bill Fawcett; Dir by Roy Kellino
THE BIG STORY (Robert Sloane)	NBC 9pm	Lee Fuhrman, Atlanta, Ga. Constitution - (O) by Raphael Hayes; with Michael Sheehan, Harry M. Cooke, Dan Morgan, Doris Davis, Harry Clark, Tom Gorman, Stuart Germain; (SD)
COMEBACK STORY	ABC 9:30	Henry Armstrong (ex-boxer, now minister)
CAMPBELL SOUNDSTAGE	NBC 9:30	I Remember, I Remember - (O) by Francis Jordan, (A) by Frank P. De Felitta; with Patty McCormick, Richard Waring, Margaret Hayes, Leora Thatcher, Vincent Neptune
YOUR CHEVROLET SHOWROOM(C. Romero)	WABC 10pm	Jack Smith (S), Billy Gilbert (C), Trudy Richards (S), Stan Fisher (M), Warner & Maguire (D),

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 8 THROUGH FRIDAY JANUARY 15

YOUR SHOW(Alda)	WABC 11am	M - Jean Stapleton; F - Elizabeth Ross, Muriel Berkson
STRIKE IT RICH(Hull)	CBS 11:30	F(1/8): Kill: Diahann Carrolle; add: Victor Borge (M)
GARRY MOORE	CBS 1:30	Tu - Kirkwood & Goodman (C); Thu - Roger Price(C, added as R once weekly)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Deep River Boys (S), (R); Tu - Bill Hayes & Sandra Deel (S), Jimmy Nelson (ventriloquist); W - Alene Dalton (Story Princess), Charlie Ruggles in The World of Mr. Sweeney; Excerpt from Die Fledermaus - opera by Johann Strauss; with Helen George, Ralph Herbert, Colee Worth (all S); Thu - Rusty Draper (S); F - Al Bernie (C), Dorothy Day & fashions; The Natural Type - (O) by Wilson Laire; with Scott McKay, Joan Morgan, Harold McGee.
MAGIC COTTAGE	WABD 6:30	M thru F - Martin Balsam, Hal Cooper
COKE TIME-E. FISHER	NBC 7:30	W - Jill Corey (S)
BROADWAY TV THEATRE	WOR 7:30	M thru F - Room Service - (O) by John Murray & Allen Boretz; with Lew Parker, Don Hanmer, Pat Breslin, Harry Peckham, Chester Stratton, Andre Charise, Lewis Charles, Teddy Hart, Virginia Baker, Lionel Wilson, Eric Brotherson, Gerald Milton; (SD)

SATURDAY JANUARY 16

Johnny Jupiter (Wright King)	WABC 6:30	Reject's Sit-Down - originally listed for 1/2(See Vol. 5, No. 52, P. 10) For the record, show on that date was The Flower Story - (O) by Allan Stone, (A) by William Kendall Clarke
MEDALLION THEATRE	CBS 10pm	The Gentle Deception - (O) by Roger Vornholt, (A) by A. J. Russell with Thomas Mitchell; (SD)

SUNDAY JANUARY 17

HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	The St. Cloud Storm - (O) by Ellen & Richard McCracken; with Dorothy Greene, Nestor Paiva, Almira Sessions, Adrienne Marlen,

Ross Reports ON TELEVISION

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VOLUME 6 NUMBER 3

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(20)

CBS- 10-10:45pm EST; SPECIAL; Motorama of 1954; from WCBS-TV(NY), 84 stations live, 2 kine. Sponsor- General Motors Corp (All Divisions) thru Kudner Agency, Inc(NY); Acct Execs- All division acct heads; Agcy Superv- Frank Burns, for program, & Fred Morrissey, for Motorama entertainment; Prog Anncr- Arthur Godfrey. Pkgr- Kudner Agency, Inc; Prod-Dir- Bob Bleyer(CBS); Music Dir- Jerry Bresler. Arthur Godfrey acts as guide and host for a TV tour through General Motors' annual exhibit of new cars at the Waldorf-Astoria in New York. Godfrey is assisted by the cast of the Godfrey and his Friends program: Janette Davis, Marion Marlowe, Lu Ann Simms, Haleloke, the McGuire Sisters, Frank Parker, The Mariners and Tony Marvin. Harlow H. Curtice, president of GM, will accompany Godfrey who will use his "scooter" to tour the ballroom exhibit area.

Saturday(23)

ABC- 7-7:30pm EST; NET DEBUT; On Your Way; from WABC-TV(NY), 12 stations live, 3 kine. Sponsor- Vitamin Corp of America (Rybutol & Juvenal) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Homer Metzger; Agcy Superv & Comm Superv-Dir- Frank Jacoby; Prog Anncr- John Reed King; Comm Anncr- King & Kathy Godfrey. Pkgr- Lawrence White(NY); Prod- Bud Collyer; Dir- not announced at press time; Assoc Prod- Sampson Diamond. Quiz program featuring contestants who have urgent reasons to make trips to distant destinations. Kathy Godfrey interviews the people with John Reed King then conducting the quiz questioning. The program will use guest celebrities to appear for contestants who cannot attend. Program made its debut on the DuMont net Sept 9, 1953, sponsored by Welch's Wine with Bud Collyer as m.c. and quizmaster. Last DuMont program in the series on Jan 20, 1954.

Sunday(24)

ABC- 4-5pm EST; DEBUT; Roller Derby; from WABC-TV(NY), to the net. ABC-TV Co-op. No production info available. Ken Nydell and Ken Gurian do the commentary for the 17-week series, originating in the Ninth Regiment Armory, New York, featuring teams from six cities: Brooklyn Red Devils, New York Chiefs, Jersey Jolters, Los Angeles Braves, Chicago Westerners and Hollywood Ravens. Roller Derby made its TV debut in New York in 1949 and has been featured live and on film in various cities throughout the country.

THIS WEEK(More)

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Sunday(24)

NBC- 4-6pm EST; HIGHLIGHT; Hallmark Hall of Fame - "King Richard II"; from WNBT (NY), 48 stations live, 6 quick kine. Sponsor- Hall Brothers, Inc (Hallmar Greeting Cards) thru Foote, Cone & Belding(Chi); Acct Exec- Duane Bogie; Agcy Superv- Ed Cashman. Pkgr- Maurice Evans in cooperation with NBC; Prod-Dir- Albert McCleery; Dir for Evans- George Schaefer; Assoc Prods- Emmett Rogers, Mildred Freed Alberg; Sets- Richard Sylbert; Costumes- Noel Taylor; Music by- Herbert Menges, conducted by William Brooks. The first television version of Shakespeare's tragedy, starring Maurice Evans in the title role, with Sarah Churchill, Kent Smith, Frederick Worlock, Richard Purdy, Bruce Gordon, Morton Da Costa, Ralph Clanton, Louis Hector, Whitford Kane, Francis Bethencourt, and others. Hallmark originates in New York for this week and then returns to its West Coast origination for its normal 5-6pm drama presentations.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dr. I. Q.(Mon, 8:30-9pm EST); NEW TIME, SPONSOR, M.C.; Sponsor- Hazel Bishop, Inc (No-Smear Lipstick & Complexion Glow) thru Raymond Spector Co, Inc (NY); Acct Exec- Raymond Spector. Pkgr- ABC-TV; Prod- Frederick Heider; Dir- Charles Dubin; Assoc Dir- Fred Leo; Prog Creator- Lee Segall. James McClain replaces Jay Owen as "Dr. I. Q."

The Peter Potter Show (Sun, 9:30-10pm EST); becomes half-hour show, effective Jan 17. It had been seen 9:30-10:30pm.

Talent Patrol (Thurs, 9-9:30pm EST); new time, switching Jan 21.

Jamie (Mon, 7:30-8pm EST) William Corrigan becomes regular director Jan 18, succeeding Dan Levin.

CBS- Lux Video Theatre (Thurs, 9-9:30pm EST) Script Editor Richard P. McDonagh now located c/o J. Walter Thompson Co., 6399 Wilshire Blvd., Los Angeles 48, Calif. Script prices are subject to negotiation.

Philip Morris Playhouse (Thurs, 10-10:30pm EST); sets are now executed by Imperial Scenic Studios, Inc(Fort Lee, N. J.); this started with the show of Dec 17, 1953. Robert Wade continues as art director.

Life With Father (Sun, 7-7:30pm EST); William H. Brown, Jr., new CBS-TV staff director in Hollywood, replaces John Claar as director.

Fred Waring Show (Sun, 9-9:30pm EST); Al De Caprio returns as director, replacing Byron Kelley.

DuM- Dollar A Second (Sun, 10-10:30pm EST); Jess Kimmel is now producer, replacing Mike Dutton.

NBC- Arthur Murray Party (Mon, 7:30-7:45pm EST); Elliott Kozak, at William Morris,(NY) now doing casting, replacing Les Zimmerman, who has opened an artists rep office.

Robert Montgomery Presents (Mon, 9:30-10:30pm EST); Norman Felton is exclusive director of the Lucky Strike program; Perry Lafferty and James Sheldon alternate as directors of the Johnson's Wax program. The sponsors alternate weekly, under the added subtitles.

The Nature of Things (Sun, 3:15-3:30pm EST); James Fowler now conducts the program, replacing Dr. Roy K. Marshall.

[illegible]

[illegible]

[illegible]

NETWORK SPONSOR ACTIVITY

THE NESTLE CO, INC(Chocolate) thru Cecil & Presbrey, Inc(NY) becomes alternate week sponsor of Space Patrol (Sat, 11-11:30am EST) over ABC-TV, effective January 16. Ralston Purina Co, formerly the weekly sponsor, cuts back to alternate sponsorship.

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LOCAL STATION ACTIVITY

WPIX(Ch 11) New York - Shari and her Friends; DEBUT Jan 9; Sat, 5:15-5:30pm EST. Sustaining. Pkgr- Leo Pillot (with Shari Lewis); Prod- Leo Pillot; Dir- Mike Meltzer; Music Dir- Joe Kahn (piano); Writer- Hy Zaret. Shari Lewis works with two animated puppets, entertaining a studio audience of children. She had previously been seen on WNBT in the program Facts 'N Fun.

WAAM(Ch 13) Baltimore - Key To The Ages; RETURN Jan 17; Sun, 12:30-1pm EST. Sustaining. Pkgr- WAAM, with the Enoch Pratt Free Library and the Walters Art Gallery; Prod- Theodore Lowe(Walters) & Richard Hart(Pratt); Dir- Ed Sarrow(WAAM). Dr. Theodore Lowe is m.c., presenting highlights of great books and works of art associated with the place and period of the literature, giving viewers an insight into the background of the author and the period in which he lived. The program was presented experimentally in 1953.

WAAM - Jimmy Short and his Silver Saddle Ranchers; DEBUT Jan 18; Mon, Wed, Fri, 4:30-5pm EST. Sponsor- Eddie's Super Markets. Pkgr-Prod- John A'Hern; Dir- Harvey Jerome, Harry Shoubin; Sets- Barry Mansfield. Songs and variety in a typical country store setting, starring Jimmy Short, a music group and a participating audience of 20 youngsters.

WGN-TV(Ch 9) Chicago - Sports Scrapbook; DEBUT Jan 7; Thurs, 9-9:30pm CT. Sponsor- Theo. Hamm Brewing Co(Beer) thru Campbell-Mithun, Inc(Minneapolis). Pkgr- WGN-TV; Dir-Writer- Frank Korch. Jack Brickhouse is host for weekly presentations reviewing the sports career of a different star each week, including interviews with people who know the star, film clips, etc.

KTTV(Ch 11) Los Angeles - The Princess; STATION DEBUT Jan 9; Sat, 5:45-6pm PST. Sponsor- White King Soap Co thru Raymond R. Morgan Co(H'wood). No production info available as yet. Patricia Blake stars as a story teller in the guise of a storybook princess, recreating fairy stories, both classics and originals. The program made its debut in San Francisco. It will be kinescoped weekly in LA for San Francisco, San Diego and other West Coast markets.

WOW-TV(Ch 6) Omaha - TV Farm Short Course; RETURN Jan 25; Jan 25-29, 1-2pm CT. Public service, sustaining. Pkgr- WOW-TV, in cooperation with University of Nebraska and Iowa State College; Prod- Mel Hansen (WOW Farm Service Dir). Second annual series of five one-hour programs, featuring farm specialists discussing farm subjects. Each program is divided into three 20-minute segments, with the full hour each day devoted to a different general topic. Each program features speakers from the U. of Nebraska and Iowa State.

KING-TV(Ch 5) Seattle - Washington State Reporter; RETURN Jan 19; Tue, 7:45-8pm PST. Sponsor- National Bank of Commerce. Pkgr- KING-TV. Station news director Charles Herring narrates a feature chronicle of people, places and events in the State of Washington, assisted by cameraman Joe Raskie who films the backgrounds of news stories. The sponsor had previously presented this and similar programs on TV.

FILM DIGEST: Joan Crawford will star in a new telefilm series based on the adventures of a roving woman correspondent. Rod Amateau is scheduled to direct, with scripts by Andrew Solt. The series, scheduled to roll in March, will be distributed by MCA.....The Life Of Riley unit will begin shooting its Fall schedule the first week in February.....The annual statement to stockholders of Walt Disney Productions reveals that the company will soon produce a TV film show "designed not only to produce revenue, but also to publicize all of the company's product..." Disney has long refused all offers to sponsor either his cartoons or feature films on TV. The financial statement indicates that the contemplated show will be specially produced for TV showing, with the possibility that it will include clips from his films integrated into a separate series that will aid in promoting the theatrical showings of those films.....Samuel Goldwyn, Jr., has resigned from CBS-TV in New York to form his own film production company to produce films at the Goldwyn Studios in Hollywood, with a sales office in New York.....Arrow Productions, producers of Ramar of the Jungle, have moved to Motion Picture Center, Hollywood.....At least ten new film series "announced" in New York and Hollywood during the past week for possible Spring production are still in the talking stage.

RATINGS DIGEST

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING DEC 12:

	Homes (000)		Homes (%)
I Love Lucy	15,493	I Love Lucy	61.7
Dragnet	14,444	Dragnet	57.0
Buick-Berle Show	12,309	Buick-Berle Show	50.2
You Bet Your Life	12,238	Jackie Gleason Show	49.2
Jackie Gleason Show	11,532	You Bet Your Life	48.2
Toast of the Town	11,526	Toast of the Town	46.7
Godfrey & Friends (L & M)	10,903	Godfrey's Talent Scouts	45.2
Godfrey & Friends (Pillsbury)	10,748	Ford Theater	43.6
Fireside Theatre	10,651	Godfrey & Friends (L & M)	43.3
Godfrey & Friends (Toni)	10,598	This Is Your Life	42.9

(Previous National Nielsen ratings were listed in Vol 5, No 50, p 5)

NEWS AND COMMENT: Television eventually will develop into a medium that is basically local, Richard A. Moore, v.p. and general mgr of KTTV(LA), told a convention of the Advertising Assn of the West, meeting at Tucson, Ariz. "The trend of TV toward the local approach will affect...most directly, the advertiser and advertising agency," Moore said. He based his conclusions on the wide discrepancy in audiences for the same or similar shows shown in various cities, with the greatest spread in viewing pattern found in Los Angeles. He said, "Add these variables (local considerations) to the innate differences which already exist in programming tastes, and it seems perfectly apparent that a television program is more subject to localized preferences than any product that has ever been merchandized.".....WOR-TV(NY) will not sell its North Bergen, NJ, transmitter, but will retain it for emergency use in case anything disables the Empire Bldg facilities used by all seven New York area stations. The transmitter and tower have also been offered to the State Education Departments of NY and NJ for educational programming divided between the states. Both departments have tentatively accepted the offer.

PERSONNEL CHANGES: Miss Duncan MacDonald resigned as supervisor of women's programs for the DuMont TV Network in New York and has joined NBC-TV to become a producer of part of the new Home program.....Donald A. Stewart appointed gen mgr of KCTY (Kansas City), the new DuMont UHF station. He has been administrative asst to the director of the DuMont net in New York. He was previously manager of WDTV(Pitt).

TALENT SHOWSHEET JANUARY 18-24, 1954

Most of the shows on January 17, 18, 19 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 22. Script identifications used are: (O) original, (A) adaptation (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JANUARY 15

MAMA (Peggy Wood)	CBS 8pm	T. R. & the Buttercups - (O) by Gail Ingram; with regulars & Gage Clarke, Lois Bolton, Barbara Myers; (SD)

SATURDAY JANUARY 16

ROD BROWN (Cliff Robertson)	CBS 11:30	regulars only
TOM CORBETT, SPACE CADET(Frankie Thomas)	DuM 11:30	regulars & Humphrey Davis, Harry Bellaver; (SW & SD)
SIX O'CLOCK REPORT	WCBS 6pm	kill: Harry Marble; add: Ned Calmer
ETHEL AND ALBERT (Peg Lynch&Alan Bunce)	NBC 7:30	regulars & Leona Powers, Billy Lee, Cele McLaughlin, Harry Gresham; (SW & SD)
LEAVE IT TO--GIRLS	ABC 7:30	Dane Clark, Pat Englund, Florence Pritchett & regulars
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Charlton Heston, guest host; Bambi Linn & Rod Alexander (D), Bob Hamilton Trio (D), Keith Textor & Sylvia Michaels (S), Jack Russell & Victoria Sherry (S) & regulars
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	(SW) by Ed Jurist; with regulars & Naomi Riordan, Logan Field Charles Mendick, James Monks; (SD)
MEDALLION THEATRE	CBS 10pm	The Gentle Deception - (O) by Roger Vornholt, (A) by A. J. Russell with Thomas Mitchell, Robert Coote, Noel Drayton, Bramwell Fletcher, Scott Forbes, Lucy Lancaster; (SD)
Orient Express	WCBS 10:30	The Human Bond - with Jean-Pierre Aumont, Cathy O'Donnell
NEWS OF THE NIGHT	WCBS 11pm	kill: Harry Marble; add: Winston Burdett

SUNDAY JANUARY 17

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	No Conflict - (O) by Albert J. Nevins; with Addison Richards, Herbert Rudley, Robert Harris; (SD)
LOOK UP AND LIVE	CBS 10:30	Jane Pickens,(S), Al Hodge
FRONTIERS OF FAITH	NBC 1:30	Rosemary Murphy, Sydney Smith, Sal Mineo, William Martel, John Martin, Gerald Lee, Judith Tutaeff, Danny Leone, Harry Miller, Pete Gumeny, Rex Partington, Warren Parker; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Underseas Archaeology - documentary produced by Capt. Jacques Yves Cousteau; The Duchess and the Smugs - (O) by Pamela Frankau, (A) by Ellen Violett; with John Beal, Lillyan Chauvin, Carol Goodner, Lili Darvas, Felix Deebank, Janet Parker, Charles Taylor, Andre Charise, Susan Strasberg; Henry A. Barnes (traffic control)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Resolve of Patrick Henry - (O) by Kate Nickerson; with Robert Ross, Larry Gates, Anthony Kemble-Cooper, Peter Fernandez, Vinton Hayworth, Basil Howes, Addison Powell, Kendall Clark, David Hardison, Frank Rollinger, Robert Middleton; (SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Dan Morgan, Gage Clarke, Betty Sinclair, Katherine Squire; (SW & SD)
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	Johnny Dorrellis (S&M), Fred Franciscus (M), Sherry Rapp (roller skater), Freddie Hollis (D) (FROM PHILADELPHIA)
JACK BENNY	CBS 7:30	Eddie "Rochester" Anderson (C), Sara Berner, Don Wilson, Bee Benedaret, Liberace (M) (FROM HOLLYWOOD)

[illegible] on January 1[illegible]. [illegible] listed in last week's report. Changes [illegible] included here are [illegible]. Subsidio and as-on-the-board shows [illegible] are [illegible] for [illegible], January 1[illegible]. Series identification numbers are: (1) [illegible], (2) [illegible], (3) [illegible], (4) [illegible], (5) [illegible]. Performances are labeled in [illegible]. [illegible] (1). [illegible] (2). [illegible] (3). Listings (4). [illegible] are listed in [illegible] order, [illegible] [illegible] in [illegible] [illegible] in [illegible] [illegible] [illegible]

SUNDAY JANUARY 17 (Cont'd)

TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Scene from Oh Men! Oh Women! - (O) by Edward Chodorov; with Franchot Tone, Betsy von Furstenberg, Gig Young; Roberta Peters (S), Tony Bennett (S), Senor Wences (ventriloquist), Ching the Magician, the Four Ramses (acro)
COLGATE COMEDY HOUR	NBC 8pm	Alan Young (C), Stan Freeberg (C), Frank Sinatra (S); Pick-up from Pebble Beach, Cal. of Crosby Pro-Amateur Golf Championship with Bing Crosby, Bob Hope, Dean Martin, Phil Harris, Gordon MacRae & professional and amateur golfers; add to H'WOOD portion of show Jeri Sothern (S), Chiquita & Johnson (D)
THE MASK (Gary Merrill & William Prince)	ABC 8pm	(O) by Irving G. Neiman, Halsted Welles; with Kathleen McGuire, Jim Gregory, Reba Tassell, Rusty Lane, Lewis Charles, John Marley, Brett Somers; Dir by Jeff Hayden
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Room for Murder - (O) by Gene Watts; with regulars & Carl Betz, Carl Low, Harold Stone, Joe Monaco, Joseph Boley; (SD)
THE WEB	CBS 10pm	The Hunted - (O) by Sidney Edelstein; with Howard St. John, Ross Martin, Mary Alice Moore, Guy Raymond; (SD) by Lela Swift

MONDAY JANUARY 18

JAMIE (Brandon de Wilde)	ABC 7:30	Laurie and the Baking Contest - (O) by Jerome Ross; with regulars & Philippa Bevans, Moultrie Patten, Frank Daly; William Corrigan is new director, replacing Dan Levin in that capacity
VOICE OF FIRESTONE	NBC 8:30	Lois Hunt (S)
RCA VICTOR SHOW-D.Day	NBC 9pm	add regular Barbara Ruick; & Arthur Shields; (SW & SD)
ROBERT MONTGOMERY	NBC 9:30	Machinal - (O) by Sophie Treadwell, (A) by Irving Gaynor Neiman; with Joan Lorring, Peg Hillias, Malcolm Lee Beggs, Robert Webber, Steve Gethers, Tom Gorman; (SD) by Perry Lafferty
RED BUTTONS (Joe Silver)	CBS 9:30	Deep River Boys (S); Bibi Osterwald, Betty Ann Grove, Werner Klemperer, Tom Mahoney, Fran Keegan, Allan Walker, Mort Marshall, Sally Fain; (SW & SD)
STUDIO ONE	CBS 10pm	A Criminal Design - (O) by William Fay (from Sat. Eve. Post Story Murder in the Back Room), (A) by A. J. Russell; with Richard Kiley, Haila Stoddard, Geraldine Brooks, Norman Feld, Luther Adler, Mario Badolati, Michael Enserro; (SD) by Franklin Schaffner Title drawing by Joseph Low
Adolphe Menjou's Favorite Story	WNBT 10:30	The Robbers - no other credits available at press time

TUESDAY JANUARY 19

Cavalcade of America	ABC 7:30	Smyrna Incident - (O) by Robert Stevenson; with Carl Benton Reid, Constantin Shayne, Robert Cornthwaite, Mel Wells, Charles La Torre, Donald Murphy, Everett Glass, John Wengraf, Otto Waldis, Ted Stanhope, Albert Szabo
Gene Autry Show	CBS 8pm	Outlaw Stage - repeat of film originally shown on 10/20/53 (See Vol. 5 No. 42 P. 9)
BUICK-BERLE	NBC 8pm	regulars & Gloria Swanson, Don Ameche, Charlie Applewhite (S)
Danny Thomas Show (Jean Hagen)	ABC 9pm	(O) by Bob Fisher & Alan Lipscott; with regulars & Harvey Lembeck, Joseph Crehan, Ned Glass, Nick Dennis; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	The Insufferable Woman - (O) by B. J. Chute, (A) by Nathaniel Curtis; with William Bakewell, Eve McVeach, Leslie Banning, Robert Hutton, Madge Meredith, Ralph Dumke; (SD)
THIS IS SHOW BUSINESS (C. Fadiman)	CBS 9pm	Glenda Farrell, guest panelist; Helen Gallagher (D&S), Marshall & Farrell (C), The Dunhills (D)
SUSPENSE	CBS 9:30	The Haunted - (O) by Arthur Gordon, (A) by James P. Cavanagh; with John Archer, Helmut Dantine, Augusta Dabney; (SD)

[illegible]

TUESDAY JANUARY 19 (Cont'd)

ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Millstone - (O) by Paul Sandhaus; with Walter Brooke, Rebecca Sande, Elizabeth Montgomery, Arthur Jarrett, Kathleen Comegys, Frank Lyon; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	The Rise of Carthage - (O) by Lawrence Williams, (A) by Raphael Hayes & Arthur Arent; with Paul Douglas, Nina Foch, Joseph Sweeney, George Macready, John Gibson, Bill Kemp, Royal Beal, Mike Kellin; (SD)
DANGER	CBS 10pm	Return to Fear - (O) by Jeremy Daniel; with Carmen Mathews, Dino DiLuca, Darryl Grimes; (SD)

WEDNESDAY JANUARY 20

KRAFT TELEVISION THEATRE	NBC 9pm	One Man & a Million - (O) by Carl Allensworth; with James Barton Ed Begley, Doro Merande, Clarence Nordstrom, Edgar Stehli, Raymond Bramley, Leonard Doyle; (SD)
HIGH TENSION	WOR 10:30	One Life to Live - (O) by Ed Lynn; with Ruth White; (SD)
Douglas Fairbanks	WNBT 10:30	The Genie - repeat of film originally seen on 7/8/53 (See Vol. 5, No. 27, P. 9)

THURSDAY JANUARY 21

JOSEPH SCHILDKRAUT	DuM 8pm	Come Seven - (A) by David Lowe; no other credits available at press time
Ray Bolger Show	ABC 8:30	Maurice Kelly, Frances Karath, Steve Wayne, Wilson Wood, James Flavin, Dorothy Adams, Norma Varden, Jay Adler & regulars
Four Star Playhouse	CBS 8:30	A String of Beads - (O) by W. Somerset Maugham, (A) by Don Ettlinger; with Ronald Colman, Angela Lansbury, Ron Randell, Brenda Forbes, Nigel Bruce (PILOT OF PROJECTED COLMAN SERIES)
T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Honorable Men - (O) by Alvin Boretz; with Mark Roberts, Tom Coley, Richard Bishop, Victor Thorley, Barbara Joyce; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Wednesday's Child - (O) by Leopold Atlas, (A)-(SW); with Carole Matthews, Edward Binns, Ken Walken, Noel Leslie, Gaby Rodgers; (SD) by Fielder Cook
Ford Theatre	NBC 9:30	The Happiest Day - (O) by William Rutherford Coe, (A) by Lillie Hayward & Jerry Sackheim; with Teresa Wright, Larry Parks, Fay Baker, Lawrence Dobkin, James Nielson, Mario Siletti, Theodore van Eltz, Adrian Marden; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Bachelor of Granby Oaks - (O) by Bill Standard; with MacDonald Carey, Nancy Kelly; (SD) (FROM HOLLYWOOD)
PHILIP MORRIS PLAYHOUSE	CBS 10pm	Make Me Happy, Make Me Sad - (O) by Charles Martin; with Donald Cook, Janis Paige; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by William L. Stuart; with Mona Bruns, Alan McAteer, Harry Townes, Ben Hammer, Ronald Dawson, Irene Hubbard, Millicent Brower, James Kelly, Mason Curry, Yvonne Sherwood

FRIDAY JANUARY 22

THE NEW REVUE	WCBS 5:30	Rosalind Courtwright (S), Louis Prima (M), Trini & Manolo (D)
DAVE GARROWAY	NBC 8pm	Richard Hayman (M)
Topper (Jeffreys & Sterling)	CBS 8:30	regulars & Clancy Cooper, Thurston Hall, Hank Patterson, Gene Hardy; (SW & SD)
Pepsi-Cola Playhouse (Arlene Dahl)	ABC 8:30	Farewell Performance - (O) by H. R. Wakefield, (A) by W. J. Stuart; with John Hoyt, Joan Shawlee, Leslie Bradley, Alan Napier, Reggie Sheffield; Dir by John English
Schlitz Playhouse	CBS 9pm	At the Natchez Inn - (O) by Les Savage, Jr.; with Peter Lawford, Ivan Triesault, Lawrence Dobkin, Marian Carr, Konstantine Shayne, Peter Hanson, Tyler McDuff; Dir by Anthony Jowitt

[illegible]

ARMSTRONG'S CHICKS [illegible] - (c) by Paul Gardner with [illegible]
THEATRE [illegible]

[illegible] [illegible] - (c) by [illegible]
[illegible] [illegible]

[illegible] - (c) by [illegible]

[illegible]

[illegible] - (c) by [illegible]

[illegible]

[illegible] - (c) by [illegible]

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FRIDAY JANUARY 22 (Cont'd)

THE BIG STORY (Robert Sloane)	NBC 9pm	Alfred E. Clark, New York Times - (O) by Gail Ingram; with Nelson Olmsted, Robert Emmett, Helen Auerbach, Frances Robinson, Charles Mendick, Eva Condon, Gerald Milton, Sidney Gordon, David Sheiner
CAMPBELL SOUNDSTAGE	NBC 9:30	The Shy One - (O) by Paul Benard & Rees Behrendt, (A) by Frank P. DeFelitta; with Patricia Collinge, Roddy McDowall
YOUR CHEVROLET SHOWROOM(C. Romero)	WABC 10pm	The Paulette Sisters (S), Frank Yankovic & his band, Will Mahoney (C), Teddy King (S), Bobby Joyce & Ginger (D)
TALES OF THE UNKNOWN	WOR 10:30	The Great Lilliput - (O) by Thomas Logan; with Sydney Smith

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 15 THROUGH FRIDAY JANUARY 22

GARRY MOORE	CBS 1:30	Thu - Mrs. Eleanor Roosevelt
KATE SMITH (& Ted Collins)	NBC 3pm	M - Bambi Linn & Rod Alexander (D); Snooky Lanson (S), The Three Suns (M&S), Intermission - (O) by Jerry Clayton; with John Boruff, Fred Beirs, Byron Russell; Tu - Frank Yancovic & his polka band; W - Alene Dalton (Story Princess), Johnny Mack (D), Georgie Kaye (C); Thu - Al Bernie (C), Charlie Ruggles in World of Mr. Sweeney; F - Jack Cassidy (S), Dorothy Day & fashions; Mario & Floria (D)
MAGIC COTTAGE	WABD 6:30	Ruth White, Skedge Miller; M thru F; (SW & SD)
DINAH SHORE	NBC 7:30	Tu & Thu - regulars; (FROM NEW YORK, COLOR)
BROADWAY TV THEATRE	WOR 7:30	M thru F - Reflected Glory - (O) by George Kelly; with Claire Luce, David Atkinson, Lisa Howard, Grace Valentine, Dortha Duckworth, William Post, Jr.; (SD)

SATURDAY JANUARY 23

MEDALLION THEATRE	CBS 10pm	The Blue Serge Suit - (O) by Louis Pelletier; with Diana Lynn, others to be announced; (SD)

SUNDAY JANUARY 24

LOOK UP AND LIVE	CBS 10:30	Jane Wilson (S), The Mariners (S), Al Hodge
GEORGE JESSEL	ABC 6:30	Dolores Gray (S), Joe E. Howard (S-composer)
Roy Rogers (& Dale Evans)	NBC 6:30	The Secret of Indian Gap - (O) by M. M. Raison; with B. G. Norman, Harry Strang, Myron Healey, Russ Scott; (SD)
Private Secretary (Ann Sothern)	CBS 7:30	Shrinking Vi - (SW) by Leonard Gershe; with regulars & Joan Banks King Donovan; (SD)
PAUL WINCHELL	NBC 7pm	Celeste Holm & regulars
OPERA CAMEOS (G. Martinelli)	WABD 7:30	The Secret of Suzanne - scenes from opera by Wolf-Ferrari, English translation by Claude Aveling; with Virginia MacWatters, Ralph Herbert, Lloyd Harris
COLGATE COMEDY HOUR (Ethel Merman)	NBC 8pm	Jimmy Durante (C), Gene Nelson (D) (FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Brownstone - (O) by N. Richard Nash; with Kim Stanley, Janice Rule, Eli Wallach, Nehemiah Persoff; (SD) by Vincent Donehue
General Electric Theatre	CBS 9pm	Walking John Stopped Here - (O) by Nathaniel Curtis; with Edward Arnold, Emmett Vogan, Vera Miles, Lucien Littlefield, Paul Keast, Willie Best; Prod by Stuart Reynolds; Dir by Frederick Stephani
ORCHID AWARD(Woods)	ABC 9:15	Charlie Applewhite (S)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Columbus - (O) by Warren Mills; with Leslie Nielsen, Rusty Lane, Gordon B. Clarke, Philip Kenneally, Clem Fowler, Dick Moore, James Bender, Tom Gorman, Charles Rae King; (SD)
THE WEB	CBS 10pm	The Barrier - (O) by John McGreezey; with Murray Matheson, Barbara Joyce, Royal Dano, Bill Zuckert; (SD)
Letter to Loretta (Loretta Young)	NBC 10pm	Big Little Lie - (O) by Marian Thompson, (A) by Richard Morris; with Beverly Washburn, Jeanette Nolan, Isa Ashdown, Helen Hatch, Mary Jane Saunders, Coral Hammond; (SD)

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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JANUARY 25-31, 1954

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EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(26)

NBC- 10:30-11pm; RETURN & NET DEBUT; Mr. & Mrs. North, ON FILM; from WNBT(NY), 12 stations net, 7 delayed. Sponsors (alternate) 1) Revlon Products Corp (All Products) thru William H. Weintraub & Co., Inc(NY); Acct Exec- Norman B. Norman; Agcy Superv- Robert Guggenheim(H'wood); Comm Superv- William Weintraub, Jr. 2) Congoleum-Nairn, Inc(Floor & Wall Covering) thru McCann-Erickson, Inc (NY); Acct Exec- Barrett C. Dillow. Pkgr- John W. Loveton(H'wood); Prod- John W. Loveton; Prod Mgr- Herb Stewart; Dirs- Paul Landres, George Blair; Asst Dirs- Bill Reineck, Ben Kadish; Writers- Various (closed market). Richard Denning and Barbara Britton star in the title roles of the situation comedy series, with Francis De Sales; based on the Frances and Richard Lockridge stories. The film series made its original debut over CBS-TV on Oct 3, 1952, and was last seen Sept 25, 1953. The current group of films are a new series. The sponsors will cross-plug weekly.

Thursday(28)

CBS- 9-10pm; HIGHLIGHT; Lux Video Theatre; from KNXT(H'wood), 53 stations live, 10 kine. Sponsor- Lever Brothers Co(Lux) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black(NY); Agcy Superv- Cornwell Jackson(H'wood); Comm & Prog Anncr- Ken Carpenter. Pkgr- J. Walter Thompson Co; Prod- Calvin Kuhl; Dir- "Buzz" Kulik; Sets- William Smith(art dir). One-hour presentation of "A Place in the Sun" (pre-empting Lever Bros' Big Town, 9:30-10pm, one time only), starring Ann Blyth, John Derek and Marilyn Erskine, with Regis Toomey, Paul Frees, Raymond Burr, Herbert Heyes, Louis Jean Heydt, Theresa Harris, Paul Maxey; with Ronald Reagan as host for the program. The teleplay is an adaptation of Paramount Pictures' film of the same name which was based on Theodore Dreiser's "An American Tragedy."

Saturday(30)

NBC- 2:30-4:30pm EST; SPECIAL; 58th Annual Fort Worth Rodeo; from WBAP-TV(FtW), to the net. Sustaining. Pkgr- City of Fort Worth;with NBC News & Special Events; Prod- William Garden(NBC); Dir- Robert Gould(WBAP-TV). Second annual telecast of the championship rodeo, from Will Rogers Memorial Coliseum, an annual feature of the Southwestern Exposition and Fat Stock Show. Two rodeo features not seen for several seasons return this year, trick riding and the wild horse stampede, added to the regular rodeo roster of spectacle events.

THIS WEEK(More)

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Sunday(31)

ABC- 10-10:30pm EST; RETURN & NET DEBUT; Break the Bank; from WABC-TV(NY), 26 stations live, 16 kine. Sponsor- Dodge Division of the Chrysler Corp thru Grant Advertising, Inc(Chi); Acct Execs- Larry McIntosh(Chi) & Sheldon Moyer (Detroit); Agcy Superv- John Remillet(regional acct exec NY) & Roy Meredith(TV & radio dir NY). Pkgr- Wolf Associates(NY); Prod- Herbert Wolf & Jack Rubin; Dir- Lloyd Gross; Assoc Dir- Robert Foster(ABC); Music Dir- Peter Van Steeden. Bert Parks m.c.'s the audience participation game, with Janice Gilbert as paying teller. Break the Bank was last seen over NBC-TV last summer as an across-the-board feature, 3-3:30pm, and also as half-hour summer replacement for Milton Berle, 8:30-9pm.

NBC- 2:30-3:30pm EST; SPECIAL; K-2, The Savage Mountain, ON FILM; from WNBT(NY), to the net. Sustaining. Pkgr-NBC-TV; Prod-Dir- Herbert Swope, Jr.; Assoc Prod- Robert D. Graff; Assoc Dir- Teri Calabrese; Script Ed- Richard Hamser; Photographers- Dr. Charles D. Houston & Robert H. Bates. Film record of the U. S. Expedition, led by Dr. Houston, which recently made an unsuccessful attempt to climb K-2 (Godwin Austen) in India, second highest mountain in the world. Narration for the film is live.

OTHER NETWORK CHANGES & ADDITIONS

DuM- Joseph Schildkraut (Thurs, 8-8:30pm EST) last show Jan 21. Replacement not set.

NBC- The Pinky Lee Show (Mon thru Fri, 5-5:30pm EST) added 15 minutes, 5:15-5:30pm, effective Jan 25. Atom Squad, previously shown at this time, last show Jan 22.

Arthur Murray Party (Mon, 7:30-7:45pm EST) new alternate week sponsor: 5 Day Laboratories, div of Associated Products, Inc, (5 Day Deoderant Pads) thru Grey Advertising, Inc (NY); Acct Exec- Le Roy B. Block; Agcy & Comm Superv- Joel Spector; Comm Anncr- Ruth Warrick. Effective Jan 18, alternate week sponsorship, with Consolidated Royal Chemical Corp (Liquinet) (cq), which has sponsored the program since its net debut Oct 19, 1953. (See Vol 5, No 42, p 1).

NETWORK SPONSOR ACTIVITY

DODGE DIV., CHRYSLER CORP thru Grant Advertising, Inc(Chi) becomes alternate week sponsor of The Danny Thomas Show - "Make Room for Daddy" (Tues, 9-9:30pm EST) over ABC-TV, effective Jan 26. Alternate week sponsor is American Tobacco Co(Lucky Strike cigarettes). Previous alternate week sponsor, replaced by Dodge, was Speidel Co. (See also, Break the Bank, top of page for other Dodge Div sponsorship).

CARTER PRODUCTS, INC(Little Liver Pills & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) drops its sponsorship of This Is Show Business (Tue, 9-9:30pm EST) over CBS-TV, and effective March 23, will sponsor Meet Millie in the Tuesday time spot. The latter program is now a CBS-TV sustainer (Sat, 7-7:30pm) live from H'wood.

THE GRUEN WATCH CO thru McCann-Erkickson, Inc., renewed its alternate week sponsorship of Walter Winchell (Sun, 9-9:15pm EST) over ABC-TV, for 52 weeks effective Jan 3.

BRISTOL-MYERS CO(Ipana A/C Toothpaste) thru Doherty, Clifford, Steers & Shenfield, Inc(NY) will sponsor the Tues, 2-2:15pm EST segment of the Garry Moore Show over CBS-TV (Mon, Wed, Fri, 1:30-2pm; Tues, Thurs, 1:30-2:30pm EST).

TONI COMPANY, DIV THE GILLETTE CO(Toni Home Permanent & White Rain Lotion Shampoo) thru Weiss & Geller, Inc(Chi) is now alternate week sponsor of the first half-hour of Arthur Godfrey and his Friends (Wed, 8-9pm EST) over CBS-TV, alternating with Pillsbury Mills, Inc.

WABC-TV(Ch 7) New York - Monica Lewis Show; DEBUT Jan 25; Mon thru Fri, 7-7:10pm EST. Sponsor- Roto-Broil Corp. of America(Roto-Broil 400) thru Product Services, Inc(NY); Acct Exec- Les Persky; Comm Superv- Stuart Maltin. Pkgr- ABC-TV; Prod-Writer- Robert Claver; Dir- not definite; Sets- Norm Davidson; Music- ABC staff combo. Musical-variety, starring the recording and movie star, with an occasional guest singer. Replaces the Gloria De Haven Show (Mon, Wed, Fri) and Dinner With Lisa (Tues, Thurs) previously seen in the same time slot.

WABC-TV - Animal Fun Time; DEBUT Jan 25; Mon thru Fri, 5:45-6pm EST. Sustaining. Pkgr-Prod- John Moses; Dir- Tom de Vito; Writer- Ruth Manecke; Sets- Norman Rock; Music- Recorded open and close. Ruth Manecke tells stories to an audience of six different child guests daily, each based on a different animal each day, telling of the animal's way of life, habits, etc.

WABC-TV - Your Big Chance; DEBUT Jan 24; Sun, 12noon-12:30pm EST. Sponsor- Indian Walk Footwear Co(Indian Walk Shoes) thru Walter Wiley Advertising, Inc(NY); Acct Exec & Comm Superv- Dorothy F. Wiley. Pkgr- Universal Telefilm Productions(NY); Exec Prod- Henry King; Dir- Lee Davis. Amateur talent prize show, starring Hildy King as hostess-moderator of the show, with a panel of Broadway show business people. Miss King also delivers the commercials.

WNBT(Ch 4) New York - Sports Jamboree; SPECIAL Jan 23; Sat, 11:15-12midnight EST, once only. Sustaining. Pkgr- WNBT; Prod- Joe Hasel; Dir- Larry Roemer. Staff sportscasters Bud Palmer and Joe Hasel are m.c.'s of the program, with Jackie Robinson, baseball star and WNBT director of community activities; featuring live in-the-studio AAU wrestling, gymnastics and pocket billiards, with special films on fishing, bowling and skiing. Jerry Lester's Late Date was formerly in this time slot, sponsored by Chock Full 'O Nuts(Coffee).

WNBT - NBC Party; SPECIAL Jan 30; Sat, 11:15-12midnight EST, once only. Sponsor- Radio station WNBC thru J. Walter Thompson Co(NY). Prod- Steve White(NBC). Allyn Edwards and Jim Clay are m.c.'s for presentation of a "typical" day in the programming life of WNBC, with each WNBC radio star appearing on the TV show in the same chronological order as they do on radio. The roster includes entertainers, newscasters and behind-the-scenes personnel.

WOR-TV(Ch 9) New York - The World We Want; RETURN Jan 29; Fri, 7-7:25pm EST. Sustaining, public service. Pkgr- WOR-TV in cooperation with the N. Y. Herald Tribune; Prod- Helen Hiett Waller(NY HT) & Richard Tobin; Dir- Ralph Giffen. Program presents for the second year youthful student delegates to the 1954 Herald Tribune High School Forum, chosen in other countries thru competitive exams. Each week the program features two or three of the delegates, accompanied by members of their American host families. Mrs. Waller, Forum Director, is moderator of the program. Tobin, radio-TV director of the Herald Tribune, is program annor.

WOR-TV - The Smart Set; DEBUT Jan 26; Tue, 9-9:30pm EST. Sponsor- Coro, Inc (Costume Jewelry) thru Madeline Associates(NY); Acct Exec- Madeline Christopher. Pkgr-Prod- Madeline Christopher; Dir- Ralph Giffen; Sets- Kenneth Mapes; Music- Records. Fashion show presented with a different topical theme each week in dramatic pantomime, narrated by script writer Hugh Mooney, with fashion commentary by a guest celebrity. Models, demonstrating clothes, jewelry, etc., take all parts. Program has own staff of models to rotate on show.

WPIX(Ch 11) New York - Hot-Stove League; SPECIAL, LIVE & FILM Jan 19; Tue, 9-10:30pm EST, one time only. Sustaining. Prod & Assoc Dir- Arthur Susskind, Jr; Dir- Mike Meltzer. Moderator Ernie Harwell joins with major league umpires, baseball players and N. Y. News sportswriters in discussing the coming 1954 season. Baseball films, including the record of the 1952 World Series, will be seen.

WBBM-TV(Ch 2) Chicago - Town and Country Song Parade; DEBUT Jan 23; Sat, 6-6:30pm CST. Sponsor- City Auto thru Clinton E. Frank, Inc(Chi); Agcy Superv- Joe Sperry. Pkgr- WBBM-TV; Prod-Dir- Marty Egan. M-G-M recording star Bill Bailey acts as singing cowboy host for the show which presents a selection of regional and national western and rural song hits reported in trade lists; featuring vocalists Mary Jane Johnson and Elaine Rogers, and The Meadowlarks, a vocal-instrumental quartet, and the Villagers, instrumental trio.

WGN-TV(Ch 9) Chicago - Indoor Soccer; RETURN Jan 17; Sun, 3-4pm CST. Sponsor- Martin J. Kelly, Inc. Jack Brickhouse does the commentary for two complete games each week between teams of the National Indoor Soccer League, playing at the Chicago Avenue Armory.

WLW-T(Ch 5) Cincinnati - The Walter Phillips Show; DEBUT Jan 18; Mon thru Fri, 9-10am EST (also thru WLW-D(Dayton) & WLW-C(Columbus). Sustaining. Pkgr- WLW; Prod- Ed Ewing; Music- Cliff Lash, Esther Hanlon and Joe Lugar orchs on rotating basis. Disc jockey Walter Phillips interviews singing personalities, kids recordings and delivers flip comments between musical numbers.

WLW-T - Dixieland Limited; DEBUT Jan 25; Mon thru Fri, 7-7:15pm EST. Sustaining. Jazz music program presenting vocalist Patti O'Hara backed by pianist Esther Hanlon and her band on Mondays and Fridays, with vocalist Ruby Wright backed by Cliff Lash and his band on Tuesdays, Wednesdays and Thursdays.

KTTV(Ch 11) Los Angeles - SCHEDULE CHANGE & INFO: Complete new daytime schedule follows with new programs listed below marked with an asterisk: Mon thru Fri- 9am PST, Norma Gilchrist Show; 9:30am, Chef Milani Show; 10:30am, Star Shoppers; 11am, *The Little School House; 11:30am, Sheriff John's Lunch Brigade; 12:30pm, *Buffalo Billy; 12:45pm, *Martin's Double Drama; 2pm, Bill Leyden's Theatre; 3:30pm, Photo Quiz; 4pm (M-W-F) Nancy Dixon, (T-Th) Rita La Roy's Glamour Session. From 2pm on, schedule is same as in the past, with feature movies at 4:15pm following schedule as listed. STAFF INFO: Erv Shoemaker, Walker Edmiston and Jimmy McGeorge have signed long-term contracts with Bob Clampett Productions to continue as the voices for Time For Beany, local and nationally syndicated show. KTTV has also signed TV commentator and newspaper columnist Paul Coates to a three-year exclusive contract for Los Angeles TV, which permits Coates to be on one network program.

KTTV - The Little School House; DEBUT Jan 18; Mon thru Fri, 11-11:30am PST. Eleanor Hempel, until recently a primary grade school teacher, and a former fashion model, conducts a program for pre-school age children at home, presenting music, art, stories, poetry and other typical kindergarten activities covering everything from manners to nature study.

KTTV - Buffalo Billy; DEBUT Jan 18; Mon thru Fri, 12:30-12:45pm PST. Sustaining. Pkgr-Prod- Bob Clampett. New puppet adventure series, starring Buffalo Billy, a little boy who daydreams himself into wild adventures, with an assortment of other Wild West puppet characters.

KTTV - Martin's Double Drama, ON FILM; DEBUT Jan 18; Mon thru Fri, 12:45-2pm PST. Sponsor- Sears, Roebuck and Co(Retail Stores). Dude Martin as host presents two half-hour telefilms daily; MCA and other packages; with a live portion originating from Martin's home in Sherman Oaks, presenting comment and an occasional interview with show business and civic personalities. Most of the films to be shown on the program have heretofore been shown only to nighttime TV audiences. The program was first announced with the title Sear's Double Drama, but it was changed to current title before it went on the air.

Tim McCoy CURRENT(Hollywood); starring Tim McCoy, former Wyoming adjutant general in charge of Indian affairs, presenting dramatizations of stories of the winning of the West, illustrated with authentic collections of Indian relics; some yarns illustrated with clips from spectacular Hollywood westerns; 39 15-minute films. Cost range- On request. Film Prod- Studio of Mercury International Pictures, Inc., 6611 Santa Monica, Hollywood, Calif; In charge of prod- Lew Kerner(MPTV); Dir- David Monohan(dir of "Johnny Belinda"); Dir of Photog- Ted McCord. Further prod info to be announced. Dist- Film Syndication Div, Motion Pictures for Television, 655 Madison Ave., New York.

Janet Dean, R. N. CURRENT(New York); Ella Raines stars in the title role in a melodramatic series, based partly on fact, of the adventures of a registered nurse; 39 half-hour films when completed. First 12 shot, next 13 begin shooting Feb 1. Cost range- On request. Pkgr- Cornwall Productions. Film Prod- Cornwall Productions, 30 West 56th St., New York 19 (filming at Parsonnet Studios, Long Island City); Exec Prod- William Dozier; Prod & Script Ed- Joan Harrison; Prod Superv- Walter Blake; Dirs- Peter Godfrey(1st 8), Robert Aldrich(next 4); Robert Boyle & James Nielson alternate for current series of 13; Sets- Hank Aldrich; Costumes- Travis Benton; Writers- Various; Casting- Mike Meade (at Parsonnet). Dist- Film Syndication Div, Motion Pictures for Television, 655 Madison Ave., New York.

FILM DIGEST: The Public Service Network, Inc., Princeton, N. J., has been organized by Sherman Price, specializing in the circulation of promotion films to TV stations for public service programming. Price was formerly with Princeton Film Center........Family Films has moved to new production and business facilities at 1364 Van Ness Ave, Hollywood........Screen Writers Guild will include an award for the best teleplay at its annual awards dinner Feb 25......

NEWS AND COMMENT: CBS Television's purchase of the Chicago Arena (630 North McClurg) for $1,500,000, to be converted into CBS-Chicago at an additional $1,500,000 cost, will give the net the largest enclosed TV studio space outside of Hollywood, over 75,000 square feet. CBS currently has WBBM-TV studio facilities in the Garrick Theatre, the State-Lake Building and the Wrigley Building. Programs will begin originating from the new studios in the fall........WOR-TV(NY),presenting a Multiple Impact Plan, an extension of an idea originated in the presentation of Broadway TV Theatre, showing the same live play on five successive evenings (going off the air Jan 29);will follow the same plan with three new series. High Tension, a current program, will have its week's pilot showing Wednesday, 10:30-11pm and then be shown the following week from 8:30-8:55pm. Tales of the Unknown, a new live science-fiction dramatic series, will have its pilot presentation Friday, 10:30-11pm and then be shown the following week, each night from 7-7:30pm. A new drama series using arena theatre technique, Spotlight, will debut Feb 1 and will also be shown Monday thru Friday. WOR-TV previously pioneered with a Double Exposure plan, still in effect, which permitted network sponsors and spot film sponsors to show the same films in a local repeat over WOR-TV at low cost. Lawrence Menkin is producer of the three MIP live series.

PERSONNEL CHANGES: Edgar G. (Ted) Sisson appointed director of the NBC Film Division........Dave Wolper named v.p. in charge of sales for National Telefilm Associates, New York........Ralph M. Baruch upped to eastern sales manager of Consolidated Television Sales, succeeding Halsey V. Barrett, who recently resigned........ Robert Tucker named radio-TV director, Calkins & Holden, Carlock, McClinton & Smith.

TALENT SHOWSHEET JANUARY 25-31, 1954

Most of the shows on January 24, 25, 26 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 29. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JANUARY 22

MAMA (Peggy Wood)	CBS 8pm	Nels and the Nob Hill Party - (O) by Gordon Webber; with regulars & Naomi Riordan, Nan McFarland, Perry Fiske, Harold Kennedy; (SD)
Paul Hartman Show	ABC 9pm	kill: Steve Terrell as regular; add: Tommy Bernard in that role
LIVE BEGINS AT 80	DuM 9pm	Jack Carter (C) & regulars
YOUR CHEVROLET SHOWROOM(C. Romero)	WABC 10pm	The Paulette Sisters (S), Frank Yankovic & his band, Teddy King (S), Bobby Joyce & Ginger (D); Kill: Will Mahoney (C); add: Will Jordan (C), Dana & Wood (D)

SATURDAY JANUARY 23

ROD BROWN	CBS 11:30	regulars only
TOM CORBETT(Thomas)	DuM 11:30	regulars & Robert H. Fuller; (SW & SD)
Johnny Jupiter (Wright King)	WABC 5:30	The Physical Examination - (O) by Allan Stone & William Bernel, (A) by William Kendall Clarke & William Bernel; with regulars & Sandy Kenyon; (SD)
LEAVE IT TO--GIRLS	ABC 7:30	regulars & Morey Amsterdam, Janet Blair, Diana Herbert
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	Don Briggs, Flora Campbell, Edith Gresham, Frank Thomas, Kenneth Nelson, Gene O'Brien, Joe Gooter; (SW & SD)
SPIKE JONES	NBC 8pm	Paul Gilbert (C)
MARTHA RAYE SHOW	NBC 9pm	Edward G. Robinson, Don Ameche, Rocky Graziano
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	The Mansion - (O) by Michael Morris; with Cliff Hall, Grace Raynor, Herb Evers, Mort Stevens, Ethel Wilson, Eliot Sharfe;(SD)
Orient Express	WCBS 10:30	Uppercut - (O) by Emmet Murphy & Leonard Heidemann; with Steve Barclay, Nadia Gray; Dir by Robert Spafford

SUNDAY JANUARY 24

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Weekend Pass - (O) by Jerome Coopersmith; with Melville Ruick, Gloria Rand, Jim Holden, Albert Salmi; (SD)
FRONTIERS OF FAITH	NBC 1:30	Rosemary Murphy, Mary Patton, Tom Charlesworth, Pat Falkenhain, William Lally, Robert Drew, Robert Gallagher, Robert Cunningham, Robert Geiringer, Charlotte Knight, Warren Parker; (SD)
AMERICAN INVENTORY	NBC 2pm	The Country Editor - with Russell Hardie, Roger DeKoven, Neil Laurence, Robert Ludlum, Tamar Cooper, Joanna Roos, Buzzy Martin, Donald Foster, Roy Fant; (SD)
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	King Richard II - (O) by William Shakespeare, (A) by Maurice Evans; with Maurice Evans, Frederic Worlock, Paul Davis, Kent Smith, Bruce Gordon, Morton Da Costa, Norman Barrs, Robert Quarry, Richard Purdy, Sarah Churchill, Louis Hector, Jonathan Harris, Francis Bethencourt, June Prud'homme, Sarah Marshall, Terence Kilbum, Louis Edmonds, Ralph Clanton, Porter Van Zandt, Alfred Shirley, Whitford Kane, Joseph Dooley, Raymond Johnson, Clifford Cothren, Van Williams, Tom Sand, Kenneth Raymond, Alan Bergmann, Billy Matthews, Henry Neslo, Louis Lytton, Charles Quinlivan, Walter Appler; Dir by George Schaefer; Prod & Dir by Albert McCleery (2 HOUR SHOW, FROM NEW YORK CITY, THIS DATE ONLY)
OMNIBUS (Alistair Cooke)	CBS 5pm	Nothing So Monsterous -(O) by John Steinbeck (from The Pastures of Heaven), (A) by Arnold Schulman; with Lew Ayres, Tommy Rettig, Arthur Shields, Lewis Martin, Anthony Sydes, Randy Stuart, Nan Boardman, Isabel Withers; Dir by Harry Horner(FILM);

TALENT SHOWSHEET(more)

SUNDAY JANUARY 24 (Cont'd)

OMNIBUS (Cont'd)	CBS 5pm	E=MC^2 - demonstration of Cyclotron by Dr. John R. Dunning, Dr. William W. Havens; REMOTE, DIR by Don Hewitt; The Hunter - (FILM) Dir & Photographed by Wngve Sjold, SF Production, presented by Rudolph Carlson; Douglas Leigh (builder of animated signs)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Sacrifice of Mahatma Gandhi - (O) by Mel Goldberg; with Milton Selzer, Philip Bourneuf, Jacques Aubuchon, Joseph Anthony, Russell Collins, Thomas McDermott, Robert Ellenstein, Nina Hanson
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	Judges: Bill Stern, Tony Bennett (S); Performers: Bader & Penken (C), The Three Queens (D), James King (M), Santa Fe Wranglers (S&M)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Margot Fonteyn, Michael Somes & Sadler's Wells Ballet; Cesare Siepi (S), Sam Levenson (C), the Ames Brothers (S)
THE MASK (Merrill & Prince)	ABC 8pm	(O) by Charles Robinson; with regulars & Robert H. Harris, Leona Powers, Joseph Sweeney, Frances Heflin, Patty McCormick; (SD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	kill: The Brownstone, previously listed; postponed to 1/31; add: Smoke Screen - (O) by Mann Rubin; with Rod Steiger, Ann Hegira, Frieda Altman, Ed Prentice, Jay Jostyn, David White, Guy Raymond, Andy Duggan; (SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Gunning for Trouble - (O) by Philip S. Goodman; with Charles Nevil, Norma Connolly, Nat Polen, Don Dorman, Bill Beach; (SD)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Four Flusher - (O) by Sam Ahlberg & Warren Townsend; with regulars & Marty Landau, Maurice Shrog, Connie Davis, Denise Griffin, Saundra Stone; (SD)
THE WEB	CBS 10pm	The Barrier - (O) by Warren Mills; with Leslie Nielsen, Rusty Lane, Gordon B. Clarke, Philip Kenneally, Clem Fowler, Dick Moore, James Bender, Tom Gorman, Charles Rae King; add: James Mishler, Jon Richards; (SD)
Letter to Loretta (Loretta Young	NBC 10pm	kill: Big Little Lie, previously announced; add: The Mirror - with George Nader, Beverly Washburn; (SD)
WHAT'S MY LINE	CBS 10:30	Cesar Romero substitutes as panelist for Bennett Cerf this show
Man Against Crime (Ralph Bellamy)	NBC & DuM 10:30 (WABD only, NYC)	Holler Uncle - (O) by Michael Morris; with Frank McHugh, Florenz Ames, Donald Burr, Frank Lyon, Helen Gillette, Neil Fitzgarald, Ruth Altman; (SD)

MONDAY JANUARY 25

JAMIE (Brandon de Wilde)	ABC 7:30	The Return of Harold - (O) by David Shaw; with regulars & Paul Tripp; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Charlie Applewhite (S)
NAME THAT TUNE	NBC 8pm	Wally Cox (C) & regulars
VOICE OF FIRESTONE	NBC 8:30	Brian Sullivan (S)
ROBERT MONTGOMERY	NBC 9:30	Richard Said No - (O) by Peter Towry, (A) by Agnes Eckhardt; with John Newland, Phyllis Kirk, Lisa Ferraday, Maxine Stuart, Bert Thorn, Peter Barno, Jack Hartley, Lucy Lancaster, Marcel Hillaire, Elizabeth Watts; (SD) by Norman Felton
RED BUTTONS (Joe Silver)	CBS 9:30	Gene Krupa Trio (S); Mort Marshall, Sammy Birch, Herbie Faye, Betty Ann Grove, Louis Gassett, Arnie Walton, Richard Bishop, Nancy Baker, Ann Sorg; (SD)
STUDIO ONE	CBS 10pm	A Favor for a Friend - (O) by Alvin Sapinsley; with Joe Maross, Vaughn Taylor, Georgiann Johnson, Natalie Schafer, Sylvia Field, Francis Compton, Reginald Mason, James Vickery, Puffin (dog); (SD) by Paul Nickell; Title drawing by Richard Taylor

TUESDAY JANUARY 26

Cavalcade of America	ABC 7:30	Man of Glass - (O) by Tom Seller; with Robert Strauss, Carl Benton Reid, John Eldridge; Produced by Vibar Productions

TUESDAY JANUARY 26 (Cont'd)

Gene Autry (& Pat Buttram)	CBS 8pm	Ghost Mountain - repeat of film originally seen on 10/27/53 (See Vol. 5, No. 42, P. 8)
BOB HOPE	NBC 8pm	Zsa Zsa Gabor, Tony Martin (S), Cass Daley (C), Les Brown & Orch (SW) by Fred Fox, Larry Marks, Mort Lachman; (FROM HOLLYWOOD)
Danny Thomas	ABC 9pm	regulars & Ernest Borgnine, Ray Kellogg; (SW & SD)
THIS IS SHOW BUSINESS(C. Fadiman)	CBS 9pm	Eva Gabor, guest panelist; Charlotte Rae (C), Rusty Draper (S), Ving Merlin & his violins (M)
Fireside Theater	NBC 9pm	The Uncrossed River - (O) by Frank D. Gilroy, (A) by Paul Bracken; with Bruce Bennett, Andrea King, James Griffith, Wheaton Chambers, Arthur Lovejoy, George Eldredge, Ken MacDonald, Edmund Cobb, Anthony Sydes, Richard Bartell; (SD)
SUSPENSE	CBS 9:30	An Affair With a Ghost - (O) by Clifford Dowdey, (A) by Ben Radin with Felicia Monteleagre, Darren McGavin, Raymond Bramley, Harold J. Stone, Oliver Thorndike
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Old Man's Gold - (O) by Carey Wilber; with Catherine McCleod, James Gregory, Robert Ellenstein, Kevin Coughlin; (SD) by James Sheldon
MOTOROLA TV HOUR	ABC 9:30	Side by Side - (O) by William McCleery; with Helen Hayes, Dennis King, Addison Richards, Jerome Cowan, Anne Seymour, Margaret Hamilton, Michael Dreyfuss, Adnia Rice, Virginia Low, Sherri Windsor, Ronnie Welsh, Hugh Donne; (SD) by Donald Richardson
DANGER	CBS 10pm	Sredni Vashtar - (O) by Saki, (A) not credited; with Rex Thompson Margaret Barker, Mary Perry, Richard Wigginton, Lauren Gilbert
Mr. and Mrs. North	NBC 10:30	The Quick and the Deadly - with regulars Barbara Britton, Richard Denning, Francis DeSales & others to be announced(PREMIERE, NEW SERIES)

WEDNESDAY JANUARY 27

KRAFT TELEVISION THEATRE	NBC 9pm	The Antique Touch - (O) by William Iversen; with Dorothy Donahue, Tony Randall, Chester Stratton, Pud Flanagan, Parker Fennelly, Joe Marks, Nina Varela; (SD) by Harry Herman
HIGH TENSION	WOR 10:30	The Boarder - (O) by William Attaway; with Evelyn Juster; (SD)
Douglas Fairbanks	WNBT 10:30	The Silent Snow - repeat of film originally shown on 10/21/53 (See Vol. 5, No. 42, P. 9)

THURSDAY JANUARY 28

T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Tailor-Made Money - (O) by Sidney Edelstein; with James Broderick, Ralph Stantley, Hildy Parks, Don Briggs, Coe Norton, Jim Boles; (SD)
Ray Bolger	ABC 8:30	regulars & Irene Ryan; (SW & SD)
Four Star Playhouse	CBS 8:30	Indian Taker - (O) by Blake Edwards; with Ida Lupino, William Ching, Gerald Mohr, Lennie Bremen, Keith Richards, Norma Varden, Jack Daly; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	The Shining Palace - (O) by Peggy Phillips; with Arthur Franz, Gene Lyons, Fredd Wayne, Mary Fickett, Peg Hillias, Malcolm Broderick, Adele Newton; (SD) by Stanley Quinn
Ford Theatre	NBC 9:30	Mantrap - (O) by Steve McNeil, (A) by Lou Breslow; with Shelley Winters, William Bishop, Jerry Paris, Michael Granger, Ross Elliott, David Alpert; (SD) by James Neilson
PHILIP MORRIS PLAYHOUSE	CBS 10pm	Taste - (O) by Roald Dahl (from Someone Like You), (A)-(SW); with cast to be announced; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Elliot West; with Gloria McGhee, Dennis Harrison, John Dennis, John O'Hare, Elaine Joyce, Kathleen Comegys; (SD)
Foreign Intrigue	WNBT 10:30	F. I. in the Fire Bomb - (O) by Swyney Morse, (A) by Harold Jack Bloom; with regulars & Obrady, Michael Andre, Pierre Gay; (SD)

TALENT SHOWSHEET(more)

FRIDAY JANUARY 29

THE NEW REVUE	CBS 5:30	Denise Darcel (S), Duke Ellington (M), Manor & Mignon (D) (COLOR)
Pepsi-Cola Playhouse (Arlene Dahl)	ABC 8:30	Too Gloomy For Private Pushkin - (O) by Richard Deming, (A) by Lawrence Kimble; with Robert Strauss, Steve Brodie, Maurice Kelly
Topper (Jeffreys)	CBS 8:30	regulars & Kathleen Freeman, Mary Field, Paul Bryar; (SW & SD)
THE BIG STORY (Robert Sloane)	NBC 9pm	Ed Engledow, Lamesa, Texas Daily Reporter - (O) by Gail Ingram; with Mary Hayden, Abby Lewis, John Ridgley, Robert Cunningham, Mona Bruns, Alexander Lockwood, John D. Seymour; (SD)
Schlitz Playhouse	CBS 9pm	Give the Guy a Break - (O) by John Ross Roberts; with William Lundigan, Frances Rafferty, Lee Marvin, Doug Kennedy, John Halloran, Dayton Lummis; Dir by Harold Schuster
Inner Sanctum (Paul McGrath)	WOR 9:30	The Stranger - (SW) by Louis Vittes; with Kevin McCarthy, Patricia Jenkins, Crahan Denton, Rusty Lane, Jim Boles, Nell Harrison; (SD) by Alan Neuman (PREMIERE OF NEW SERIES)
CAMPBELL SOUNDSTAGE	NBC 9:30	A Time for Hope - (O) by Margaret Kleckner, (A) by Jesse Sandler; with Carmen Mathews, Malcolm Lee Beggs, David Orrick, Nancy Merrill, Jack Arthur, Nancy Franklin; (SD)
COMEBACK STORY	ABC 9:30	Maj. Alexander P. de Seversky (aeronautical engineer, author)
YOUR CHEVROLET SHOWROOM (C. Romero)	WABC 10pm	Ed Erwin Corey (C), Ann Nichols (D), Connee Boswell (S), Cliff Edwards (S&M), The Cerneys (D), Ann Crowley (S)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 22 THROUGH FRIDAY JANUARY 29

HAWKINS FALLS	NBC 11am	M thru F - add regulars Frank Aletter, Geraldine Kay; (SW&SD, CHI)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Howell & Radcliffe (C), The Three Suns (S&M); Tu - Tex Beneke & orch., Jimmy Nelson (ventriloquist); W - Alene Dalton (Story Princess); Thu - Charlie Ruggles in World of Mr. Sweeney; Bill Hayes; F - Al Bernie (C), Scene from Madama Butterfly - opera by Puccini; with Robert Marshall, Tomiko Kanazawa
ELOISE McELHONE	WPIX 3pm	M - Maggi McNellis substitutes for vacationing Eloise McElhone; Tu - Maria Tallchief (D) substitutes; W - Helen Murphy (editor)
MAGIC COTTAGE	WABD 6:30	M thru F - Ed Holmes, Jack Bittner; (SW & SD)
BROADWAY TV THEATRE	WOR 7:30	The Patsy - (O) by Barry Connors; with Roxanne, Mary Johnson, Charles Pursell, Katherine Meskill, Harold J. Kennedy, Robert Casey, Robert St. Aubrey, Jody Drew; (SD)
COKE TIME-E. FISHER	NBC 7:30	W - Gisele MacKenzie (S), Chris (dog)

SATURDAY JANUARY 30

Johnny Jupiter	WABC 5:30	The Widow - (O) by Jerome Coopersmith & Sam Rockingham, (A) by William Kendall Clarke; with regulars & Mary Alice Wunderle
YOUR SHOW OF SHOWS	NBC 9pm	Dennis Day, guest host & regulars, with others to be announced
MEDALLION THEATRE	CBS 10pm	Book Overdue - (O) by Jerome Ross, (A) by Carol Gluck; with Barry Sullivan, Jan Sterling; (SD)

SUNDAY JANUARY 31

AMERICAN INVENTORY	NBC 2pm	John Jacob Niles, Sonny Terry, Lolita Cuevas, Cisco Houston (all S)
OMNIBUS (Alistair Cooke)	CBS 5pm	The Conquest of Mt. Everest - with Sir Edmund Hillary, George Lowe, Charles Evans; Sleeping Beauty - opera by (Music): Ottorini Respighi, libretto by Arnold Schulman, lyrics by William Engvick; cast to be announced
HALLMARK HALL OF FAME	NBC 5pm	Lone Star - (O) by James Truex; cast to be announced (FROM H'WD)
Roy Rogers	NBC 6:30	Ride in the Death Wagon - (O) by Ray Wilson; with regulars & Forrest Taylor, George Slocum, Richard Emory, Bee Humphries, Larry Hudson; (SD)
GEORGE JESSEL	ABC 6:30	Burl Ives, Dorothy Kirsten (both S)

Private Secretary (Ann Sothern)	CBS 7:30	The Little Monster - (O) by Richard Morris; with regulars & Renee De Marco, Gene D'Arcy, Danny Richards, Jr.; (SD) by Christian Nyby (1st ANNIVERSARY SHOW)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from Cavalleria Rusticana - opera by Ruggiero Leoncavallo; with Regina Resnik, Jon Crain, Richard Torigi, Clara Cundari (all S)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Patti Page (S), Richard Tucker (S), Andre Segovia (M), West Point Glee Club, "live" pick-up from St. Paul Winter Carnival, Minnesota
COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Groucho Marx (C), Wally Cox (C), Connie Russell (S), Billy Daniel (D), Ricky Vera (S) (FROM HOLLYWOOD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	A Woman Scorned - (O) by Vera Caliste & Hall; with regulars & Sara Anderson, Michael Keene, June Hunt; (SD)
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	Los Angeles - (O) by Meade Roberts; with Frances Reid, Paul Newman, Bethel Leslie, Dana Wyatt, Claudia Morgan, Jack Arthur, Blair Davies; (SD)
Letter to Loretta (Loretta Young)	NBC 10pm	The Hollywood Story - (O) by Gabrielle Upton, (A) by Helen Morgan; with Loretta Young, William Bishop, George O'Hanlon, Jacqueline De Wit, Rod O'Connor, Dayton Lummis, Sandra Stone; (SD)
Man Against Crime (Ralph Bellamy)	DuM & NBC 10:30 (WABD only, NYC)	Holler Uncle - (O) by Michael Morris; with Rita Lynn, Lola Montez Charles Boaz, Lee Bergere, Richard Purdy, Diane Deering, Hal Riddle; (SD)

TALENT AVAILABILITIES

NEW YORK CITY

LESLIE CARON - Lili star currently with the Ballets de Paris - MGT: Sol Hurok, PL 9-6000

HENRY FONDA - appearing in Caine Mutiny - PRESS: Karl Bernstein, CI 6-0427

JULIE HARRIS - plays title role in Mademoiselle Colombe - PRESS: Karl Bernstein

COLETTE MARCHAND - ballerina of Moulin Rouge & Ballets de Paris - MGT: Sol Hurok

LLOYD NOLAN - lauded for performance in Caine Mutiny - PRESS: Karl Bernstein

RICARDO ODNOPOSOFF - violinist - AGT: Columbia Artists, CI 7-6900

IRMGARD SEEFRIED - new Met opera favorite - AGT: Columbia Artists

JEAN STAPLETON - recipient of praiseworthy reviews for performance in In The Summer House - PRESS: Richard Maney, CI 6-4646

LEONARD SUES - trumpeter & actor - AGT: Lou Walters Enterprises, CO 5-1091

PAUL WINCHELL - PRESS: Marvin Cohen, BR 9-8418

ZIPPY, THE CHIMPANZEE - AGT: Les Zimmerman, CO 5-0385

WASHINGTON, D.C.

INA CLAIRE, CLAUDE RAINS, JOAN GREENWOOD - Currently appearing in leading roles in T. S. Eliot's The Confidential Clerk at the National Theatre CONTACT: Theatre Mgr. there or Barry Hyams, CO 5-4784, NY

LOS ANGELES

(All phone numbers are L. A.)

JEANNE CAGNEY - AGT: Rosalie Stewart, CR 4-6123

JOAN CAULFIELD - star of My Favorite Husband - AGT: Paul Small, CR 1-5246

JOANNE DRU - AGT: Famous Artists, CR 1-5222

BUDDY EBSEN - MGT: Louis Shurr, CR 1-1116

TERRY FROST - character actor, featured principally in Westerns - AGT: Richard Wiley, CR 5-4170

CHARLOTTE GREENWOOD - beloved comedienne of stage and films - AGT: Nat. C. Goldstone, CR 6-1071

JEANETTE NOLAN - AGT: Milton Garfield, CR 5-5074

GERALD MOHR - AGT: William B. White, CR 4-6301

KENNETH TOBEY - AGT: Mishkin, CR 4-5416

WILLIAM BUDDY THORPE - Suey Welch Agency, MI-0781

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VOLUME 6 NUMBER 5

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(1)

CBS- 4-4:15pm EST, Mon thru Fri; DEBUT; Woman With A Past; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Prod- Richard Brill; Dir- Marcella Cisney; Asst Dir- Lamar Caselli; Music Dir- Billy Nalle(organ); Sets- Neil De Luca; Costumes- Julia Sze; Writer- Mona Kent; Casting- Robert Dale Martin(CBS Casting). The story of a successful young dress designer; starring Constance Ford in the title role as Lynn Sherwood; with Anne Hegira as her older sister Pegs (cq), and Mary Sinclair, Geoffrey Lumb, Lilia Skala, Barbara Ellen Myers, Marta Linden, Jean Stapleton, Jay Barney and Bram Nossen. Replaces Action in the Afternoon, formerly seen Mon thru Fri, 4-4:30pm EST.

CBS- 4:15-4:30pm EST, Mon thru Fri; DEBUT; The Secret Storm; from WCBS-TV(NY), no. of stations indefinite. Sustaining Tue & Thurs. Sponsor (Mon, Wed, Fri)- American Home Products Corp - Divisions: 1) Whitehall Pharmacal Co (All Products) thru The Biow Co., Inc(NY); Acct Exec & Agcy Superv- Dan Rodgers; Comm Superv- Bernard Kahn; Comm Dir- Gloria Monty. 2) Boyle-Midway, Inc (Easy-Off-Aerowax & Wizard Wick) thru Geyer Advertising, Inc(NY); Acct Execs- Frank Kearney & Jack Bradfute; Agcy Superv & Comm Superv- Nancy Small; Comm Dir- Gloria Monty(Biow); Comm Anncr- Various, on film. 3) Whitehall Pharmacal Co (BiSoDol Mints only) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Herb Vitriol; Agcy Superv & Comm Superv- Helmut Schaefer; Comm Dir- Gloria Monty(Biow). Pkgr- The Biow Co., Inc(NY); Exec Prod- Roy Winsor(Biow); Prod- Richard Dunn(Biow); Dir- Gloria Monty(Biow); Sets- Grover Cole; Costumes- Helen Weiss; Music Dir- not set; Writer- Lillian Anthony Spinner; Casting- Gloria Monty(Biow). The story of an "average" family, starring Peter Hobbs as Peter Ames and Haila Stoddard as Caroline, with Jean Mowry as Susan, Marjorie Gateson as Mrs. Tyrell, Russell Hicks as Mr. Tyrell and Jada Rowland as Amy. Replaces Action in the Afternoon, formerly seen Mon thru Fri, 4-4:30pm EST. (See above listing).

Tuesday(2)

CBS- 7:45-8pm EST; DEBUT; Jo Stafford Show; from KNXT(H'wood), no. of stations indefinite. Sponsor- The Gold Seal Co (Glass Wax & other products) thru Campbell-Mithun, Inc(Minn). Pkgr- CBS-TV(H'wood); Exec Prod- Ben Feiner, Jr.; Prods- Paul Harrison & Berni Gould; Dir- Ed Hillie; Music Dir- Paul Weston; Writers- Paul Harrison & Berni Gould. Musical variety, starring Joe Stafford, with the Starlighters vocal group, presenting popular, hillbilly and folk music. Program replaces Tuesday segment of the Jane Froman Show (Thurs segment remains).

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Saturday(6)

CBS- 4-5pm EST; DEBUT; Championship Wrestling; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV(H'wood); Exec Prod- Cecil Barker(KNXT); Dir- Bob Quinlan(KNXT). Jules Strongbow, former wrestler, describes feature wrestling bouts in Hollywood Legion Stadium. Another sportscaster, to be announced, will handle color.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Jane Pickens Show; DEBUT Jan 31; Sun, 9:15-9:30pm EST; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV(NY); Prod- Ardien Rodner, Jr.; Dir- Lee Davis. Musical variety, starring Jane Pickens, featuring the The Vikings, male vocal quartet, and an instrumental quartet. Replaces Orchid Award in this time slot; last performance was Jan 24.

CBS- Place The Face (Thurs, 10:30-11pm EST) Bill Cullen became host-m.c. effective Jan 28. He replaced Jack Bailey, who had temporarily taken over for Jack Smith, the original program m.c., on Dec 3, 1953. Cullen also continues as a panelist on I've Got A Secret (CBS-TV, Wed, 9:30-10pm EST), commuting between New York (Secret) and Hollywood (Face) weekly.

NBC- Star Time; NET DEBUT Jan 23; Sat, 5:30-6pm EST; from WNBT(NY), 33 stations live, none delayed. Cooperative. Sponsor(NY only)- Gerald O. Kaye & Associates Corp. (Bendix distrib) thru Arnold Cohan Corp(NY) & Detergents, Inc("All" laundry detergent) thru Needham, Louis & Brorby, Inc(Chi). Pkgr- Star Time TV Productions (NY); Prod- George Scheck; Assoc Prod- Mike Garguill; Asst to Prod- Denise La Marque; Dir- Ted Nathanson(NBC); Sets- Joe Kirby; Casting- George Scheck(Star Time). Children's musical variety show, with regulars and some new acts each week. Program made its original New York debut Dec 16, 1949, over WPIX, and has been seen over WNBT since Dec, 1950. Local time before the net debut was Saturday, 7-7:30pm EST.

Judge For Yourself (Tue, 10-10:30pm EST) Using a different guest female vocalist each week, effective Jan 26. Kitty Kallen is no longer a regular. Associate producer Arnold Peyser is casting director, at Goodson-Todman(NY).

The Pinky Lee Show (Mon thru Fri, 5-5:30pm EST) Barbara Luke became featured vocalist, replacing Betty Jane Howarth, effective Feb 1.

The Loretta Young Show, ON FILM (Sun, 10-10:30pm EST) New title, effective Feb 7. Formerly titled Letter To Loretta.

NETWORK SPONSOR ACTIVITY

BELTONE HEARING AID CO thru Olian & Bronner, Inc(Chi) became co-sponsor of the Friday segment of John Daly and the News (Mon thru Fri, 7:15-7:30pm EST) over ABC-TV, effective Jan 29. Whitehall Pharmacal Co sponsors half the program across-the-board; Rea-Lemon-Puritan Co is co-sponsor Tue & Thurs, and Mutual of Omaha is co-sponsor Mon & Wed.

MINNESOTA MINING & MANUFACTURING CO(Scotch Tapes) thru Batten, Barton, Durstine & Osborn, Inc., will sponsor the 10-10:15am segment, Mon and Wed, of Arthur Godfrey Time (Mon thru Thurs, 10-11:30am) over CBS-TV, simulcast, effective Feb 22.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Spotlight on Harlem; RETURN Jan 30; Sat, 11pm-12midnight EST. Participations. Pkgr- Solow-Stark Productions(NY); Prod Coord & Casting- Ed OBrian(Solow-Stark); Dir- Alan Pottasch(ABC); Music Dir- Arthur Bowie; Sets- Norman Bock. Negro musical variety talent show with celebrity guests. Ralph Cooper is m.c., with John McKnight as program and commercial announcer. Program made its debut in June, 1951, and was last seen over WABC-TV last spring.

WOR-TV(Ch 9) New York - Spotlight; DEBUT Feb 1; Mon thru Fri, 8-8:55pm EST. Sustaining. Pkgr- WOR-TV; Prod- Lawrence Menkin; Dirs- Guy Bolte & Bob Eberle; Writers- Various; Casting- Marjorie Morrow(NY). Live dramas using arena theatre technique, with the same play presented each night for a full week, following the presentation schedule developed for Broadway TV Theatre. Last show for the latter was Jan 29 (Mon thru Fri, 7-9:30pm EST).

WOR-TV - America Speaks; SCHEDULE CHANGE Feb 4; new time, Thurs, 10-10:30pm. It has been seen Tue, 10:30-11pm. Co-Prod- Don Passante and Jesse Gordon. Passante is also moderator of the discussion program.

WGN-TV(Ch 9) Chicago - Home of Charm; DEBUT Jan 25; Mon, 1:45-2pm CST. Sponsor- Illinois Sewing Machine Co. Jimmy Spitalny, head of the Jimmy Spitalny Charm School and two of his employees, Vicki Dugan, wardrobe expert, and Dorothy Anda, cosmetician, are m.c. and two permanent panelists, respectively, on the program, dealing with social problems of today's women. Panel will also include a special guest each week.

KABC-TV(Ch 7) Los Angeles - CALL LETTERS CHANGED Feb 1, 1954. Formerly KECA-TV.

KCOP(Ch 13) Los Angeles - CALL LETTERS CHANGED week of Jan 10, 1954. Purchased by Copley Press, Inc., Dec 23, 1953. Formerly KLAC-TV.

KHJ-TV(Ch 9) Hollywood, LA - Hollywood Cabaret; DEBUT Feb 1, Mon, 7:30-8pm PST. Sponsor- Arizona Brewing Co., Inc (A-1 Pilsner Beer) thru Advertising Counselors of Arizona(Phoenix). N. T. G. (Nils Thor Granlund) is m.c. for a variety show featuring talent performing in a night club setting.

FILM PACKAGES

The Shadow PLANNED(New York); starring Tom Helmore as "Lamont Cranston," Neva Patterson as "Margot Lane," and Frank Thomas as "Commissioner Cranston"; mystery-adventure series based on the long-time radio program, but now slanted for adult night-time appeal; filming to begin March 2 for pilot with resumption scheduled for late April. Avail- National advertisers; not open to syndication. Pkgr- Meridian Productions (John E. Gibbs-NY). Film Prod- Meridian, shooting at Leslie Roush Studios, Mineola, L.I.; Prods- Willson Tuttle and Nathan Kroll; Dir- Charles Haas (pilot); Asst Dir- Ed Fay; Music- Recorded; Sets- Jack Landau; Writers- Peter Barry (pilot); Casting- Frances Head and John E. Gibbs, at Gibbs(NY).

FILM DIGEST: Sarra, Inc., has opened a new sound stage on the third floor of its Chicago studio building, providing a new shooting area of 3,000 sq feet with a 20-foot ceiling, for TV and motion picture sound films.. One of the first stations to begin showing Vitapix new feature film series is KING-TV(Seattle), with the debut scheduled for Jan 30.....Station Films, Inc., film buyers for 18 stations associated with the Katz Agency, has placed $500,000 in film business in less than six months, about half for TV films and half for features.....

FILM DIGEST:(Cont'd): Pathescope Productions(NY) has completed the first four of nine films, all in production, of the nation's live stock shows, produced as a public service by Lederle Laboratories Division, American Cyanamid Co. Movies, U. S.A., Inc(NY) is handling distribution, with the films, all under 27 minutes in length, offered to TV stations without charge. The first four are available immediately........Al Monaco has been named executive producer for Universal Telefilm Productions(NY).

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RATINGS DIGEST

MULTI MARKET TELEPULSE ONCE A WEEK SHOWS, WEEK DEC 1-7, 1953:

	Dec	Nov		Dec	Nov
I Love Lucy	48.1	47.1	Milton Berle	35.7	35.0
Dragnet	42.7	40.9	Godfrey and Friends	34.6	33.6
You Bet Your Life	38.4	37.9	Burns and Allen	30.8	30.8
Godfrey's Talent Scouts	36.4	35.4	Your Show of Shows	29.7	28.4
Jackie Gleason	35.8	33.7	Red Buttons	29.5	30.0

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING DEC 26, 1953:

	Homes(000)		Homes(%)
I Love Lucy	14,715	I Love Lucy	56.1
Colgate Comedy Hour	12,576	Dragnet	48.1
Dragnet	12,482	Bob Hope Show	47.9
Bob Hope Show	12,080	Jackie Gleason Show	47.2
Jackie Gleason Show	11,337	Colgate Comedy Hour	47.1
Pabst Blue Ribbon Bouts	11,214	Pabst Blue Ribbon Bouts	43.0
Seasons Greetings	10,672	Seasons Greetings	42.5
Arthur Godfrey(Pillsbury)	10,653	Godfrey's Talent Scouts	42.3
You Bet Your Life	10,596	Arthur Godfrey(Liggett&Myers)	41.2
Arthur Godfrey(Toni)	10,590	Arthur Godfrey(Pillsbury)	40.8

TOP TRENDEX RATINGS FOR NETWORK EVENING SPONSORED PROGRAMS, WEEK JAN 2-8, 1954:

I Love Lucy	51.6	You Bet Your Life	40.5
Godfrey's Talent Scouts	50.3	Godfrey's Friends	37.5
Bing Crosby	48.7	Toast of the Town	36.3
Dragnet	47.2	Jackie Gleason	35.1
Red Buttons	40.7	This Is Your Life	34.7

(Previous Telepulse ratings were listed in Vol 5, No 48, p 5; previous National Nielsen ratings in Vol 6, p 13; previous Trendex ratings, Vol 5, No 52, p 5).

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NEWS AND COMMENT: NBC's new Home show, designed to revolutionize daytime programming, concentrated on what it could do technically to present commercials because the programming side, conceived as a television service magazine of the air, is still in a state of flux. There's quite a bit of special info to pack into one hour daily........George Baxt, artists rep and literary agent, moved to 55 West 42nd St, New York. Phone remains the same: OXford 5-2364........UNESCO has published "Television, A World Survey" (UN Bookshop, 184 pp. $1.75) a country-by-country survey of TV developments, with a history of TV in each and technical and program information........Screen Gems, Inc., named Dine and Kalmus (4 West 58th St, NY) as public relations and publicity counsel.

PERSONNEL CHANGES: Sterling C. "Red" Quinlan appointed v.p. in charge of WBKB (Chi). He had been general manager........Joan Thompson named coordinator of religious programs for the DuMont TV Network........Samuel H. Northcross, v.p. and TV business manager, has succeeded Kendall Foster, resigned, as head of the TV dept at William Esty Co., Inc.

TALENT SHOWSHEET FEBRUARY 1-7, 1954

Most of the shows on January 29, 30, 31 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, February 5. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JANUARY 29

MAMA (Peggy Wood)	CBS 8pm	Substitute Mama - (O) by Gail Ingram; with regulars & Janet Parker, Joseph Boland, Richard Trask; (SD)
TALES OF THE UNKNOWN	WOR 10:30	The Face on the TV Set - (O) by Bill Allbright; with B. J. Keating; (SD, LAST SHOW OF SERIES SO NAMED: THIS PROGRAM WILL BE REPEATED ON HIGH TENSION FEB. 1-3, M-Tu-W, 10:30-11pm)

SATURDAY JANUARY 30

ROD BROWN	CBS 11:30	Jonathan Harris, Holly Harris, Don Knotts, William Andrews, Daniel Wright & regulars; (SW & SD)
TOM CORBETT	DuM 11:30	regulars & Robert H. Fuller; (SW & SD; incorrectly listed last week in place of SECRET FILES OF CAPTAIN VIDEO)
Range Rider	WNBT 6:30	Gold Hill - (O) by Robert Schafer & Eric Freiwald; with regulars Jack Mahoney, Dick Jones; & John Hamilton, Myron Healy, William Fawcett, Eula Morgan, David Coleman, Edward Coch, Gloria Talbot, Sandy Sanders; (SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	Cele McLaughlin, Barbara Joyce, Diana Kemble, John Call, Helen Dumas, Raymond Bramley, Robert Fortin, Olive Blakeney; (SW & SD)
SPIKE JONES	NBC 8pm	Peggy Ryan & Ray MacDonald (S&D), Dick Contino (M), Bill King (Juggler) (FROM HOLLYWOOD)
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Angela Lansbury, guest hostess; Dennis Day (S), Bambi Linn & Rod Alexander (D), Bob Hamilton Trio (D), Jack Russell & Joan Walker (S) & regulars
MEDALLION THEATRE	CBS 10pm	Book Overdue - (O) by Jerome Ross, (A) by Carol Gluck; with Barry Sullivan, Jan Sterling, Pud Flanagan, William Lee, George Macready, Margaret Ellen Myers, Joseph Sweeney, Nydia Westman;(SD)
COL. HUMPHREY FLACK	DuM 10pm	The Department Store - (O) by Ed Jurist & S. L. David; with regulars & Mary Patton, Robert P. Lieb, Pat Hosley, Edmund Dorsay, Elaine Ellis, Jane Dulo (SD)
Orient Express	WCBS 10:30	Disaster - (O) by Stephanie Roberts; with Patricia Roc, Philip Reed; (SD)

SUNDAY JANUARY 31

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	A Blossom for Tomorrow - (O) by Albert J. Nevins; with Vinton Hayworth, Grant Williams, Nancy Devlin, Victor Thorley; (SD)
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	Lone Star - (O) by James Truex; with cast to be announced; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Sleeping Beauty - opera by Ottorini Respighi (music), libretto by Arnold Schulman, lyrics by William Engvick; with Jim Hawthorne, Jo Sullivan, Helena Scott, Frank Rogier, Rosemary Kuhlmann, Gloria Lane, Leon Lischner, George Irving, Michael Pollack, Nadia Witkowska, Helen Rice, Muriel Shaw, Patricia Bybell, Dorie Fretwell; Musical Conductor - George Bassman; Choreog - Zachary Solov; Choral Dir - Julius Rudel; Costumes - Leslie Renfield; (SD) by Robert Banner; The Conquest of Mt. Everest - with Sir Edmund Hillary, George Lowe, Charles Evans
GEORGE JESSEL	ABC 6:30	Burl Ives (S); kill: Dorothy Kirsten; add: Eleanor Steber
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Last Moment of Marie Antoinette - (O) by Kate Nickerson; with Margaret Phillips, Everett Sloane, Robert Harris, Buddy Thorpe, Jenny Egan, Statts Cotsworth, Bruce Gordon, Marvin Dorkin; (SD)

SUNDAY JANUARY 31 (Cont'd)

COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Groucho Marx, Wally Cox (both C), Billy Daniel (D), Connie Russell (S), Ricky Vera, Marilyn Cantor (S) (FROM HOLLYWOOD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Andre Segovia (M), Richard Tucker (S), West Point Glee Club, Patti Page (S), "live" pick-up from St. Paul Winter Carnival, Minnesota; The Trouble with Miss Anderson - sketch from an English revue, author not listed; with Judith Anderson, Robert Wallsten
THE MASK (Merrill & Prince)	ABC 8pm	(O) by Halsted Welles; with regulars & Gaby Rodgers, Clay Clement, Dorothy Elder, Frank Overton, Charles Penman, Wayne Carson, Joe Campanella; Dir by Carl Frank
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Blood from a Turnip - (O) by K. Flaten; with regulars & Barbara Ashley, John O'Hare, Leta Bonynge, Clinton Roberts, Ben Yaffee (SD)
FRED WARING	CBS 9pm	Wynne Miller (S) & regulars
THE WEB	CBS 10pm	The Visit - (O) by Everard W. Meade; with Hugh Reilly, Frances Starr, Catherine McLeod, Noel Leslie, Nelson Olmsted; (SD) by Lela Swift
WHAT'S MY LINE? (Daly)	CBS 10:30	Victor Borge (C&M) substitutes as panelist for Bennett Cerf

MONDAY FEBRUARY 1

JAMIE (Brandon de Wilde)	ABC 7:30	Jamie's Birthday - (O) by George Bellak; with regulars & Bruce Marshall, Gregory Murphy; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Bill Hayes & Judy Johnson (S) substitute for vacationing Kathryn Murray as hosts
TWENTY QUESTIONS	DuM 8pm	8th anniversary program
VOICE OF FIRESTONE	NBC 8:30	Roberta Peters (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	The Seventeenth of June - (O) by Irving Wechsberg, (A) by Irving Gaynor Neiman; with Wendell Corey, Robert Ellenstein, Morton L. Stevens, Berry Kroeger, Gage Clarke, William Smithers, Annette Carrell, Robert Wark; (SD) by James Sheldon
RED BUTTONS (Joe Silver)	CBS 9:30	Betty Ann Grove, Bert Freed, Sara Seegar, Jean Carson, Rolly Bester, Arnold Walton, James Nolan, Allan Walker, Patsy Perrone:
STUDIO ONE	CBS 10pm	Herman Came by Bomber - (O) by Rod Serling; with Paul Langton, Stephen Meininger, Gwen Anderson, Sylvia Stone, David Sheiner, Harry Bergman; (SD) by Franklin Schaffner; Drawing by John Groth
Adolphe Menjou's Favorite Story	WNBT 10:30	Heroism - author not listed; with Tristram Coffin, Carleton Young, Tom Irish, Sid Melton, Kit Guard, William Tanner

TUESDAY FEBRUARY 2

Cavalcade of America	ABC 7:30	What Hath God Wrought - (O) by Richard Blake; with Eduard Franz, Tom Browne Henry, Steven Clark, Earl Lee, Edward Earle, Ilse Mader, Don Gibson, Frank Wilcox; Screen Gems production
Gene Autry Show (Pat Buttram)	CBS 8pm	The Old Prospector - (O) by Milton J. Raison; with regulars & Terry Frost, Ewing Mitchell, Sandy Sanders, Lyle Talbot, Myron Healy
BUICK-BERLE SHOW	NBC 8pm	Jane Froman (S), Charlie Applewhite (S) & regulars
Fireside Theater (Gene Raymond)	NBC 9pm	The Old Order Changeth - (O) by Herbert Little and David Victor; with Ann Doran, Hayden Rorke, Frieda Inescort, James Dobson, Claudia Barrett, Robert Roark, Dorothy Kennedy, Mae Clarke Langdon, Margaret Bert, Peggy O'Connor, George Pembroke; (SD)
Danny Thomas Show	ABC 9pm	regulars & Glenn Langan; (SW & SD)
SUSPENSE	CBS 9:30	The Man Who Wouldn't Talk - (O) by Quentin Reynolds, (A) by Paul Monash; with Quentin Reynolds, Harry Townes, Stephen Courtleigh, Jacques Aubuchon, Peter Capell, Stefan Schnabel, Harold J. Kennedy, Karen Price; (SD)
THIS IS SHOW BUSINESS (Fadiman)	CBS 9pm	Kitty Carlisle, guest panelist; Phil Foster (C), Eileen Barton (S), Three's Company (D)

TUESDAY FEBRUARY 2 (Cont'd)
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ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Pride of Jonathan Craig - (O) by Butler Sheldon, Jr.; with Jack Whiting, Valerie Cossart, Addison Richards, Byron Russell
UNITED STATES STEEL HOUR	ABC 9:30	Papa is All - (O) by Patterson Greene, (A) by Erik Barnouw; with Jessie Royce Landis, Walter Slezak, Dorothy Sands, Betsy Palmer, Edmon Ryan, Johnny Stewart; (SD)
DANGER	CBS 10pm	Freedom to Get Lost - (O) by Halsted Welles; with Charlton Heston, Hildy Parks, others to be announced; (SD)
Mr. and Mrs. North (Britton & Denning)	CBS 10:30	Target - (O) by Donn Mullally & Irwin Lieberman; with regulars & Robert Osterloh, Paul Bryan, Brad Morrow; (SD) by Paul Landres

WEDNESDAY FEBRUARY 3
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CHICAGO SYMPHONY ORCHESTRA	DuM 8:30	Bruno Walter, conductor; Soloists: George Schick, John Weicher, Janos Starker (all M) (FROM CHICAGO)
KRAFT TELEVISION THEATRE	NBC 9pm	The Missing Years - (O) by Patricia McGarr, (A)-(SW); with Mary Astor, Ted Brenner, Maurice Burke, Tony Perkins, Viola Roache, Rudolph Weiss, Tom Shirley; (SD)
Douglas Fairbanks	WNBT 10:30	Dialogue for Two Faces - repeat of film originally shown on 2/4/53 (see Vol. 5 No. 5, P. 10)

THURSDAY FEBRUARY 4
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Four Star Playhouse	CBS 8:30	Second Dawn - (O) by Mervin Gerard; with Charles Boyer, Dorothy Hart, Luis Van Rooten, Edwin Jerome
T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Silent Face - (O) by Alvin Boretz; with Amzie Strickland, Joe Maross, Carl Frank, Crahan Denton, Tom Gorman
LUX VIDEO THEATRE	CBS 9pm	The Small Glass Bottle - (O) by David Hill; with Miriam Hopkins, others to be announced; (SD) by Buzz Kulik
Ford Theatre	NBC 9:30	Lucky Tommy Jordan - (O) by Richard Donn, (A) by Robert Hardy Andrews; with Will Rogers, Jr., Kevin McCarthy, Paula Raymond, Sid Tomack, Leo Gordon, Paul Dubov
KRAFT TELEVISION THEATRE	ABC 9:30	Elisha & the Knives - (O) by Dale Wasserman & Jack Balch; with Dan Morgan, Royal Dano, Van Dyke Parks, Jared Reed, Anne Seymour, Jerome Kilty; (SD) by Fred Carney
PHILIP MORRIS PLAYHOUSE	CBS 10pm	Up for Parole - (O) by Charles Martin; with Dane Clark, Cathy O'Donnell; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Marvin; with Luis Van Rooten, Kathleen Maguire, Nancy Franklin, Donald Buka, Richard Carlyle, Edith Gresham; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in Propaganda - (O) by Tom Younger, & Edward Maze, (A) by Harold Jack Bloom; with regulars & Inga Landgre, Henrik Schildt, Gosta Pruzelius, Martin Soderhjelm; (SD)

FRIDAY FEBRUARY 5
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THE NEW REVUE (Mike Wallace)	CBS 5:30	David Daniels (S) added as regular; Lisa Kirk (S), Jimmy Nelson (ventriloquist), Gehrig & Weismuller (D) (COLOR)
DAVE GARROWAY	NBC 8pm	Connie Russell (S) & regulars
Topper (Jeffreys & Sterling)	CBS 8:30	regulars & Thurston Hall, Lillian Bronson, Hugh Sanders, Angela Greene, William Walker, Harrison Lewis; (SW & SD)
Schlitz Playhouse	CBS 9pm	Four Things He'd Do - (O) by Philip Ketchum, (A) by Frank Burt; with Michael O'Shea, Frank Gerstle, Edward Clark, Maxine Cooper, Lee van Cleef, James Griffith, Nadene Ashdown; (SD) by Geroge Archainbaud
Pepsi-Cola Playhouse (Dahl)	ABC 8:30	The Psychophonic Nurse - (O) by David H. Keller, (A) by Richard Collins; with Joan Davis, Lee Marvin; (SD)
THE BIG STORY (Robert Sloane)	NBC 9pm	Fred H. Weinberg, Duluth, Minn. News-Tribune - (O) by Norman Lessing; with George Mathews, Anna Minot, Linn McCarthy, Leonard Bell Ethel Owen, William Zuckert, Maurice Shrog, Allan Stevenson; (SD)

TALENT SHOWSHEET(more)

FRIDAY FEBRUARY 5 (Cont'd)

COMEBACK STORY	ABC 9:30	Jane Pickens (S)
CAMPBELL SOUNDSTAGE	NBC 9:30	Lost: One Friday - (O) by Doris Litterly, (A) by Frank P. De Felitta; with Dennis Harrison, Mary Alice Moore, Mary Scott, Tamar Cooper, Earl Hammond, Nicholas Saunders; (SD)
YOUR CHEVROLET SHOWROOM (C. Romero)	WABC 10pm	Richard Himber (M), Helen Ward (S), Carolyn Ayers & her Escorts (D), Jo Nobles (D), Marcel Lebon (S)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 29 THROUGH FRIDAY FEBRUARY 5

BREAKFAST IN HOLLYWOOD (Dugan)	NBC 10:30	M - Beverly Wills; Tu - Dick Contino (M), George Putnam (newsman) Pat Duggan (producer) (FROM HOLLYWOOD)
STRIKE IT RICH	CBS 11:30	F (2/5) - Horace Heidt (M)
GARRY MOORE	CBS 1:30	Tu - Ferrante & Teicher (M), Thu - Milbourne Christopher (magic)
KATE SMITH (Ted Collins)	NBC 3pm	M - regulars, Alene Dalton (Story Princess); Tu - Arthur Maxwell & Helena Scott (S), Charlie Ruggles in The World of Mr. Sweeney sketch; W - The Three Suns (S&M), Snooky Lanson (S), Tommy Wonder & Margaret Banks (D), Dorothy Day & fashions; Thu - Tanaquil Leclerq & Nicholas Magallanes (D); F - Tommy Tucker & Orch., Al Bernie (C)
PINKY LEE SHOW	NBC 5pm	add: Barbara Luke (S) as regular, replacing Betty Jane Howarth (H'D)
HOWDY DOODY	NBC 5:30	M thru F - IN COLOR
MAGIC COTTAGE	WABD 6:30	M thru F - Jack Bittner, Ed Holmes; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7:30	M thru F - The Plunder of Orca - (O) by Sam Fuller; with regulars & Lawrence Fletcher, John Dennis; (SD)
COKE TIME-E. FISHER	NBC 7:30	W - Anita Gordon (S); F - Polly Bergen (S)
SPOTLIGHT	WOR 8pm	M thru F - Wuthering Heights - (O) by Emily Bronte, (A) by Jay Bennett; with Ray Rizzo, Yvonne Sherwood, Eugene Stuckman; Dir by Guy Bolte & Bob Eberle
HIGH TENSION	WOR 10:30	Talkdown - (O) by Saul Carson; with Chris Drake (STARTS THURSDAY, THROUGH THURSDAY, FEB. 11)

SATURDAY FEBRUARY 6

NBC TV OPERA THEATRE	NBC 4pm to 5:30	The Marriage of Figaro - Acts I & II - opera by Wolfgang Amadeus Mozart based on libretto by Lorenzo Da Ponte*; American translation by Edward Eager & NBC TV Opera Dept.; with Virginia Haskins, Ralph Herbert, Laurie Hurley, William Shriner, Ann Crowley, Ruth Kobart, Emile Renan, Anne Weeks, Robert Holland, John McCollum, Paul Ukena (all S); (SD) (*from play by Beaumarchais); 2nd part next week, 2/13
Johnny Jupiter (Wright King)	WABC 5:30	The Genius - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Michael Morris; with regulars & Sidney Paul; (SD)
Range Ridger (Jack Mahoney)	WNBT 6:30	Treasure of Santa Dolores - (O) by Orville Hampton; with regulars & Erville Anderson, Shelby Wooley, Charles Stevens, Rush Williams, Lee Van Cleef, Laurette Luez; (SD)

SUNDAY FEBRUARU 7

Roy Rogers (& Dale Evans)	NBC 6:30	The Deputy Sheriff - (O) by M. M. Raison; with regulars & Tom London, Harry Harvey, Terry Frost, Gregg Barton, Myron Healy; (SD)
GEORGE JESSEL	ABC 6:30	Vic Damone (S), Lenny Kent (C), Rosemarie (S)
OPERA CAMEOS (Giovanni Martinelli)	WABD 7:30	Scenes from Romeo & Juliette - opera by Charles Gounod based on Shakespeare; with Patricia Bybell, Robert Rounseville; Lucrezia Bori will present her pupil, Miss Bybell
JACK BENNY	CBS 7:30	Mary Livingstone, Joan Benny, Leon Tyler & Benny regulars; (H'WOOD)
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	Joe Laurie, Jr. (author), Henry Morgan (C), Jerry Gaghan (columnist) as judges (FROM PHILADELPHIA)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Dorothy Lamour, Yehudi Menuhin (M), Ruth Draper (monologist), Orson Bean (C), U. of Okla. Glee Club, The Novells (novelty)

TALENT SHOWSHEET (more)

COLGATE COMEDY HOUR (Jimmy Durante)	NBC 8pm	Carol Channing, Tallulah Bankhead (FROM HOLLYWOOD)
THE MASK (Merrill & Prince)	ABC 8pm	(O) by Charles Robinson; with regulars & Brian Keith, Russell Hardie, Arthur Storch, Betty Garde; (SD) by Robert Stevens
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	Cleveland-(O) by Nelson Gidding; with James Gregory, Pud Flanagan Dorothy Donahue, Don Briggs, Rocky Hamilton, Katherine Raht, John Gibson, Barbara Glenn; (SD)
THE WEB	CBS 10pm	A Handful of Stars - (O) by Von Stuart; with Arthur Franz, Cloris Leachman, Patty McCormick, Stephen Chase, Florence Stanley; (SD) by Herb Hirschman
Loretta Young Show	NBC 10pm	A Family out of Us - (O) by Richard Morris; with Loretta Young, Kenneth Tobey, Lurene Tuttle, David Saber, Geraldine Carr, Clarence Streight, Erik Neilsen; (SD)
Man Against Crime (Ralph Bellamy)	NBC & DuM 10:30 (WABD only, NYC)	Little Boy Blues - (O) by Vincent Bogert; with Sid Raymond, Robert Brivic, Beverly Lawrence, Elaine Eldridge, Nita Talbot; (SD)

TALENT AVAILABILITIES

NEW YORK CITY

JOSEPH ANTHONY - actor; also director of Bullfight at the TheatredeLys - AGT: William Morris, JU 6-5100

LUCILLE BALL & DESI ARNAZ - arriving New york Feb. 20 for opening of their new film, The Long, Long Trailer; in town until the following Sat., 2/27 - CONTACT: Tom Rogers, JU 2-2000

MIMI BENZELL - glamorous star of concert, opera TV, radio - AGT: Columbia Artists CI 7-6900

POLLY BERGEN - vocalist - AGT: MCA, PL 9-7500

THELMA CARPENTER - singer - Shaw Artists, MU 8-2230

BELLA DARVI - appearing in Hell and High Water at the Roxy - CONTACT: Bill Stutman, CO 5-3320

SLIM GAILLARD - Shaw Artists

HONEYDREAMERS - AGT: MCA

ERVIN LASZLO - young, new pianist - AGT: Columbia Artists

BRENDA LEWIS - featured in Girl in Pink Tights - AGT: Robert Lantz, PL 5-6850

MILDRED MILLER - mezzo-soprano of the Met - AGT: Columbia Artists

DANY ROBIN - French actress appearing opposite Kirk Douglas in Act of Love - PRESS: Mort Nathanson, CI 5-6000

HARRY TOWNES - busy TV actor - AGT: Grace Lyons, JU 6-8330

VANDERBILT BOYS - acrobats - AGT: GAC, CI 7-7550

OLIVER WAKEFIELD - comic - Shaw Artists

RICHARD WIDMARK - star of new Roxy film - CONTACT: Same as Bella Darvi, above

CHICAGO

(All phones are Chicago)

EDDIE BRACKEN - star of 7 Year Itch at the Erlanger Theatre, ST 2-2459

MELVYN DOUGLAS - headlines cast of Time Out for Ginger at the Harris Theatre - Contact there, CE 6-8240

REGINALD GARDINER & BEATRICE LILLIE - stars of An Evening with Beatrice Lillie now playing the Blackstone Theatre, CE 6-8240

PATACHOU - French singer at the Palmer House, RA 6-7500

ARTIE SHAW - currently at the Encore

HELEN TRAUBEL - diva of the night clubs, now at the Chez Paree, DE 7-3434

MIAMI

(See Miami phone directory for listings of clubs and hotels)

CONDOS & BRANDOW - dance team - at the Vagabonds

BILLY DANIELS - singer, now at the Casablanca

ALAN GALE - headlining show at the Celebrity Club

JOEL GREY - comedian at the Sans Souci

LENA HORNE - song stylist, at the Clover Club

BETTY HUTTON - currently at the Beachcomber

SOPHIE TUCKER - co-star of the Beachcomber

HOLLYWOOD

(All phones are Los Angeles)

BONITA GRANVILLE - AGT: Artists Ltd., CR 6-7015

ERIN O'BRIEN-MOORE - AGT: Rosalie Stewart, CR 4-6123

ROBERT ROARK - AGT: Chas. Gwynn, CR 5-0164

Ross Reports ON TELEVISION

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ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(8)

NBC- 10:30-11am EST, Mon thru Fri; DEBUT; Betty White Show; from KNBH(H'wood), to the net. Sustaining. Pkgr- A Bandy Production in association with Don Fedderson; Exec Prod- Don Fedderson; Prod- Fred Henry; Dir- Bill Bennington; Stage Dir- George Tibbles; Music Dir- Frank DeVol. Variety show, featuring Betty White with songs and comment; the Four Jokers, vocal group, and celebrity guests for interviews. Replaces Breakfast In Hollywood, in this time spot (See p 5. Latter program made debut Jan 11).

Sunday(14)

NBC- 2-2:30pm EST; SPECIAL; Guatemala, ON FILM; from WNBT(NY), to the net. Sustaining. Pkgr- NBC News & Special Events(NY); Prod- Frank McCall; Photog- Anon. Half-hour documentary film describing Communist infiltration of the Guatemalan government, with commentary by Marshall Bannell, NBC Central America correspondent who was expelled from Guatemala Feb 2. Program preempts American Inventory this date only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Comeback Story (Fri, 9:30-10pm EST) Last show Feb 5. No replacement set.

On Your Way; FORMAT CHANGE Feb 6; Sat, 7-7:30pm EST; from WABC-TV(NY), 15 stations live, 6 kine. Sponsor- Vitamin Corp of America (Rybutol & Juvenal) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Home Metzger; Agcy Superv & Comm Superv-Dir- Frank Jacoby; Prog & Comm Anncr- John Reed King. Pkgr- Lawrence White Productions(NY); Prod- Mike Dutton; Dir- Richard Depew; Music Dir- Marty Ames; Writer- Mike Dutton. Complete format change, with Kathy Godfrey interviewing and presenting little-known professional performers who may win cash awards, plus possible appearances at New York night clubs. (See p 10 for previous listing and format).

Jerry Lester Show; NET DEBUT Feb 8; Mon thru Fri, 4-4:55pm EST; from WABC-TV(NY) to WBKB(Chi), 2 stations live. Participations. Pkgr- Milverne Productions(NY); Prod- Vernon P. Becker & Milton E. Stanson; Dir- Bill Dodson; Music Dir- Buddy Weed & Orch; Writers- Marty Roth, Lorraine Weiss & others. Variety show starring Jerry Lester, with Movita, vocalist Ellie Russell and comedian Leon Belasco. Program made its local NY debut over WABC-TV, Sept 28, 1953.

NET CHANGES(More)

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ABC- Bob and Ray; NET DEBUT Feb 8; Mon thru Fri, 6:45-7pm EST; from WABC-TV(NY) to WBKB(Chi), 2 stations live. Participations. Sponsor (NY only, Wed, Thurs)- Groveton Papers Co (Vanity Fair tissues) thru Paris & Peart(NY); Acct Exec- Wm. Byrne. Pkgr-Prod- Bob Elliott and Ray Goulding; Dir- Paul Burggraf(ABC); Music Dir- Paul Taubman; Sets- Norman Davidson; Writers- Elliott & Goulding. Bob Elliott and Ray Goulding, with Marion Brash, present their comedy-satire. Program made its ABC debut locally over WABC-TV on Oct 5, 1953.

Tootsie Hippodrome (Sat, 10-10:30am EST) last show Jan 23.

Chevrolet Showroom (Sat, 10-11pm EST) last show Feb 12. Replacement not announced. Program made its local debut over WABC-TV(NY) on Sept 25, 1953. It added WXYZ-TV(Detroit) on Nov 27, 1953, with sponsorship in each city for local Chevrolet Dealers.

CBS- Back To God; SPECIAL Feb 7; Sun, 2:30-3pm EST, one time only; from WTOP-TV(Wash) and WCBS-TV(NY), to the net. Sustaining, public service. Pkgr- CBS-TV Public Affairs Dept; Prod- Hugh Beach; Dir- William Workman. President Eisenhower, American Legion National Commander Arthur J. Connell, Dr. Norman Vincent Peale, Bishop Fulton J. Sheen and Rabbi Norman Salit participate in a special program in connection with the Legion's movement to promote church attendance. The program includes selections by the Chapel Choirs of the U. S. Military and Naval Academies and by Morton Downey.

Third International Motor Sports Show; SPECIAL Feb 7; Sun, 3-3:30pm EST, one time only; from WCBS-TV, to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept; Prod- Paul Levitan; Superv of tech operations- Sam Levin(CBS). Herb Shriner is m.c. for a special telecast of his own sports car show, at the Seventh Regiment Armory in New York.

DuM- Melody Street (Fri, 8:30-9pm EST) last show Feb 5. Program debuted Sept 15, 1953. No net program replacement at present.

NBC- Coke Time with Eddie Fisher (Wed & Fri, 7:30-7:45pm EST) Danny Welkes(MCA) now in charge of production and casting, replacing Harry Romm.

NETWORK SPONSOR ACTIVITY

DUFFY-MOTT CO, INC(Mott's Apple products, Sunsweet Prune Juice & Clapp's Baby Foods) thru Young & Rubicam, Inc(NY) becomes every week sponsor of Jamie (Mon, 7:30-8pm EST) over ABC-TV, effective Feb 8. Duffy-Mott had been an alternate week sponsor of the show since its debut on Sept 28, 1953.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Glamour Time; DEBUT Jan 23; Sat, 6:15-6:30pm EST. Sponsor- Furness Bermuda Steamship Line & Bermuda Development Co (Castle Harbour Hotel) both thru Wendell P. Colton Co(NY); Acct Exec- A. H. Mossman. Pkgr- Milverne Productions(NY); Prod- Vernon Becker and Milton Stanson; Dir- Louis Volpacelli. A different name personality each week discusses women's glamour problems with several women invited to the studio.

WABC-TV - Lucky Seven Contest; DEBUT Feb 1 (thru March 7), 15 minutes daily at various times, preempting local shows. Station promotion program, with $75,000 in prizes in a $300,000 total cost promotion package (Cont'd, next page)

WABC-TV(Ch 7) New York - Lucky Seven Contest (Cont'd from previous page): Pkgr-Prod- Masterson, Reddy & Nelson(NY) for WABC-TV; Dirs- Various WABC-TV staff directors; Writer- Alan Sands(MR&N). John Nelson is m.c. of each show with singer Toby Deane as "Miss Lucky 7." Pictures are flashed on the screen to be identified by viewers in New York and vicinity who may be called by one of the 14 ABC phone girls. In addition, viewers may write in, identifying pictures shown, with prizes for correct identifcation varying according to the difficulty of the picture subjects. Grand prize of $10,000 to be awarded at the contest's end for the best letter on, "My favorite program on Channel 7 is.....because...."

WABD(Ch 5) New York - Bill Castro Show; DEBUT Feb 8; Mon, 11:45-12midnight EST. Sponsor- Eastern Wine Corp (Chateau Martin Wine) thru Ben B. Bliss & Co, Inc; Acct Exec- Ben B. Bliss. Prod-Dir- Ray March; Music- Monica Whitni (organist). Musical program starring Bill Castro, baritone, accompanied by the organ.

WABD - We Love Dogs; DEBUT Feb 6; Sat, 6:30-7pm EST. Sponsor- Kasco Mills, Inc (Kasco Dog Food) thru Clark & Bobertz, Inc(Detroit); Acct Exec- Marc Ivey; Prog Anncr- Mort Lawrence. Pkgr- Harry Solow Productions(NY); Exec Prod- Marc Ivey; Prod- Harry Solow; Dir- Ed O'Brien. Dog trainer Milo Pearsall directs the basic obedience training of two pups each week, to show dog owners how to raise their dogs rather than staging any actual demonstration on dog training. Susan O'Meara is mistress of ceremonies; the dogs are accompanied by owners or prominent guests.

WNBT(Ch 4) New York - The Chock Full O' Nuts Showcase; DEBUT Feb 6; Sat, 11:30pm-12midnight EST. Sponsor- Chock Full O' Nuts(Coffee & Restaurants) thru The Frederick-Clinton Co., Inc(NY); Agcy Superv & Comm Superv- Hal Rieff. Pkgr- General Artists Corp(NY); Prod- Hal Rieff(F-C); Prod Superv- Steve Krantz(NBC); Dir- Dwight Hemion(NBC); Music Dir- Ray McKinley. Gene Rayburn is m.c. for variety show, starring band leader Ray McKinley and singer Jean Martin. The program is the third version filling this time spot for the sponsor, each co-starring Jean Martin. The Morey Amsterdam Show debuted July 25, 1953, and was succeeded by Jerry Lester's Late Date on Oct 24, 1953, the latter going off Jan 16, 1954.

WPIX(Ch 11) New York - 78th Annual Westminster Kennel Club Show; SPECIAL Feb 8 & 9; Mon & Tue, 9-11pm EST. Sponsors- National Biscuit Co(Nabisco Milk-Bone), for half of each show; with Piel's Beer, U. S. Rubber Co and Robert Burns Cigars sharing the remaining time. Sportscasters Jimmy Powers and John "Bud" Palmer, and dog experts Percy Roberts and Joe Stetson, present the highlights and special events of the Westminster Kennel Club Show from Madison Square Garden.

WTTG(Ch 5) Washington, DC - Showcase; DEBUT Feb 8; Mon, 8:30-9pm. Sustaining. Prod- Milton Hammer and Sophie Altman. New program presenting varied types of panel shows. The first three programs will be panel discussions by a group of foreign correspondents stationed in the U. S., who will give their views of this country under the general title, "As Others See Us."

KNBH(Ch 4) Hollywood, LA - Lose The Blues (tent.); DEBUT Feb 10; Wed, 7-7:30pm PST. Sustaining. Prod- Norman Blackburn and Vic McLeod. Bill Goodwin is m.c. and star, inviting people from all walks of life to tell their pet peeves and gripes, or latest frustrations, each receiving a prize for appearing on the show.

KNXT(Ch 2) Hollywood, LA - Harry Owens Show; DEBUT Jan 30; Sat, 7:30-8pm PST. Sponsor- Regal Amber Brewing Co (Regal Pale Beer) thru Guild, Bascom & Bonfigli, Inc(San Francisco). Pkgr-Prod- Harry Owens; Dir- Bob Lehman; Music Dir- Harry Owens. Band leader Harry Owens presents musical variety starring his Royal Hawaiians and featuring comedienne Hilo Hattie, vocalist Eddie Bush, hula dancers Moana and Lei Aloha; Tahitian Prince Kawohi and NaPua, dance specialists,and others.

KTTV(Ch 11) Los Angeles - Flashback; DEBUT Feb 3; Wed, 9:30-10pm PST. Sponsor- Brucks Oldsmobile thru Tilds & Cantz Advertising(H'wood); Acct Exec- Herbert Edelman. Pkgr- KTTV; Prod- Tom and Margaret Coffey; Dir- Jim Gates. Paul Coates stars as guide in presenting film highlights and guests who participated in the "history" a particular year in the past that is re-visited by the program each week. Films will come from a special KTTV library of 200,000 feet of film.

FILM PACKAGES

Junior Science CURRENT(New York); Dr. Gerald Wendt, UNESCO chief of science education, demonstrates simple science experiments that home viewers may duplicate; 39 15-minute films (26 completed), photographed in color. Cost range- On request. Pkgr- Junior Science, Inc., 224 W. 49th St., New York 36. Film Prod- Junior Science, Inc., at 115 Christopher St., New York; Photog Ed-Dir- Harvey Cort; Asst Prod- Sy Posner; Science Adviser- Kenneth M. Swezey; Writer- Milton Subotsky. Dist- Film Syndication Div, Motion Pictures for Television, 655 Madison Ave., New York. (NOTE: This series, with essentially the same production personnel, was announced last year in a 13-film series in b&w by Olio Video TV Productions, NY).

FILM DIGEST: NBC Film Division's "Sales Slants" (Vol II, No 2, Jan 27, 1954), presented the following general suggestions on making TV color films, by Stan Parlan, NBC color film consultant: "Use flat lighting with plenty of fill light in the shadow areas. Avoid large dark areas in the scene. Use plenty of close-ups and avoid sustained long shots. The color system (TV) is extremely effective on close-ups. Avoid the use of optical effects as much as possible. Use complementary colors in achieving color harmony and positive color separation between foreground objects and their backgrounds. The color print for broadcast should have a relatively low maximum density to achieve what might be described as a rather "light" or "thin" print." He also suggests that 35mm film be used for network color commercials for superior quality and 16mm be reserved for prints for local station use and also original filming for local stations, if done in a professional manner. Parlan says also that many factors may determine whether an ad agency should make color commercials now, the main ones being the possible life span of the commercial (appropriateness of the message when color really is here) and the practical knowledge that might be gained by the production staff in working with color now.

NEWS AND COMMENT: TV set installations in the U. S. totaled 27,666,000 as of Jan 1, 1954, according to Hugh M. Beville, Jr., NBC director of research and planning. The number of new sets installed during 1953 totaled 6,432,000.....A. C. Nielsen Co announced a comprehensive new research service, taking the company into the local audience measurement field on a large scale. Basic instruments to be used are Audimeters and Audilogs (a diary record) controlled by Recordimeters, each contributing information to the final record. Extension of the service depends on agency and advertiser reaction and support since the pioneer efforts will be expensive.....Lambert Wilson, 130 East 37th St., New York 16; MUrray Hill 5-9596; is a new literary agent handling TV scripts.....Station WCBS-TV (NY) has moved to 488 Madison Ave., New York 22; joining CBS-TV Spot Sales which made its move last week. WCBS-TV program dept is at 524 West 57th St. Mailing address for all offices remains 485 Madison Ave.

PERSONNEL CHANGES: Ernest E. Stern, appointed publicity manager for the American Broadcasting Co. He has had acting status since last Sept.....Arlene Francis named editor-in-chief for NBC's new Home show.

FILM PROGRESS

[illegible] (New York) Dr. Harold Wendt. [illegible] [illegible] [illegible]

TALENT SHOWSHEET FEBRUARY 8-14, 1954
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Most of the shows on February 5, 6, 7 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY FEBRUARY 5
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MAMA (Peggy Wood)	CBS 8pm	Mama and the Wild Man - (O) by Palmer Thompson; with regulars & Robert Byrn, Liam Sullivan, Bill Erwin; (SD)
Topper (Jeffreys&Sterling)	CBS 8:30	kill: cast listed in last week's issue; add: regulars & Kathleen Freeman, Thurston Hall, Dorothy Adams, Fred Sherman;(SW,SD)
Inner Sanctum (Paul McGrath)	WOR 9:30	Guilty Secret - (SW) by John Roeburt; with Mildred Dunnock, James Lipton, Jill Kraft, Ralph Stantley; (SD)
YOUR CHEVROLET SHOWROOM(C. Romero)	ABC 10pm	Richard Himber (M), Helen Ward (S), Carolyn Ayers & Her Escorts (D), Jo Nobles (D), Marcel Lebon (S); add: Sid Stone (C)

SATURDAY FEBRUARY 6
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ON THE CAROUSEL	CBS 9am	Alfredo Antonini & CBS staff orchestra; Emory Richardson
ROD BROWN	CBS 11:30	regulars & Paul Andor, Remo Pisani, Peggy Lobbin; (SW & SD)
SECRET FILES OF CAPTAIN VIDEO	DuM 11:30	(O) by Carey Wilber; with regulars & Larry Robinson, Mitchell Agruss, Frank Campanella, Peter McHugh, Ben Lackland; (SD)
ETHEL AND ALBERT (Peg Lynch&Alan Bunce)	NBC 7:30	regulars & Cele McLaughlin, Billy Lee, Kathryn Grill, Howard Smith, Arthur Cassell; (SW & SD)
LEAVE IT TO-GIRLS	ABC 7:30	regulars & Pat O'Brien, ZaSu Pitts
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Margaret Truman, guest hostess; Billy Williams Quartet(S) Bambi Linn & Rod Alexander(D), Bob Hamilton Trio (D), Keith Textor & Sylvia Michaels, Danny Scholl (latter 3, all S)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	The Knave of Diamonds - (O) by Michael Cramoy; with regulars & Edgar Stehli, Janet DeGore, Carl White, Skedge Miller, John Gibson, Remo Pisani; (SD)
MEDALLION THEATRE	CBS 10pm	Teacher - (O) by Eleanor Mercein Kelly, (A) by Nancy Moore; with Hope Emerson, Nancy Olson, Don Taylor, Charles Taylor;(SD)
Orient Express	WCBS 10:30	The Witness - (O) by Victor Rodier; with Herman Schwedt, Aglasa Schmidt, Alfred Heger; (SD)

SUNDAY FEBRUARY 7
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LAMP UNTO MY FEET	CBS 10am	The Man Within - (O) by Paul Tripp; with Tarry Green, Rusty Lane, Frederic Tozere, Robert Simon; (SD)
LOOK UP AND LIVE	CBS 10:30	Bess Myerson, Steve Lawrence (S), The Three Suns (S)
FRONTIERS OF FAITH	NBC 1:30	John Raitt (S), The Mariners (S)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	The Hands of Clara Schumann - (O) by John Murray, (A) by Helen Hanff; with Sarah Churchill, Patrick O'Neal, Douglass Dumbrille, Paul Cavanaugh, Jess Barker, Hope Landin, Lumsden Hare, Cecil Elliott, Carleton Young; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Victor Borge (C&M), John Jay (ski lecturer), Capt. Jacques-Yves Cousteau's recovery of art treasures, Part II; Excerpts from The End and the Beginning - Lincoln film produced and shown last year
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Ordeal of Tom Paine - (O) by Kate Nickerson; with Robert Ross, Addison Richards, Wesley Addy, Frank Overton, Ray Walston Jerry Rockwood, Matt Resnick, Eugene Pellegrini, Frieda Altman; (SD)
PAUL WHITEMAN'S TV TEEN CLUB	ABC 7:30	Judges: Joe Laurie, Jr. (author), Henry Morgan (C), Jerry Gaghan (columnist); Phillis Sdoia (M), Annette Swinson (S), 4 Honey Buns (novelty S&D)

TALENT SHOWSHEET(more)

SUNDAY FEBRUARY 7 (Cont'd)

MR. PEEPERS(Cox)	NBC 7:30	regulars & Heywood Hale Broun, George Forrest; (SW & SD)
TOAST OF THE TOWN	CBS 8pm	Dorothy Lamour, Yehudi Menuhin (M), Ruth Draper (monologist), Orson Bean (C), U. of Okla. Glee Club, The Novellos (novelty); add: Merle Oberon, Vice-president Richard M. Nixon, Henry Ford II
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Death's Taxes - (O) by Lewis Scott; with regulars & Court Benson, Michael Keene, Elspeth Hoffman, Hal Riddle, Hal Holbrook
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Hide and Seek - (O) by James P. Miller; with Mildred Dunnock, Betty Field, Sandy Campbell, Gaye Huston, James Green, Michael Mann, Dickie Olsen; (SD)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Unconsidered Trifle - (O) by Vera Caliste; with Mary Alice Moore, Jack Mann, Paulette Girard, John Shay; (SD)

MONDAY FEBRUARY 8

ARTHUR MURRAY PARTY	NBC 7:30	Vic Damone, June Hutton (both S)
JAMIE(de Wilde)	ABC 7:30	(O) by Robert Alan Aurthur; with regulars & Kathleen Comegys
VOICE OF FIRESTONE	NBC 8:30	Jerome Hines (S)
RED BUTTONS (Joe Silver)	CBS 9:30	Eileen Barton (S); Betty Ann Grove, Dorothy Greener, Herbie Faye, Kenneth Nelson, Werner Klemperer, Arnold Walton, Jill Kraft, Philippa Bevans, James Nolan, Stanley Simmonds, Allan Walker; (SW & SD)
ROBERT MONTGOMERY	NBC 9:30	Mr. Whittle and the Morning Star - (O) by Robert Nathan, (A) by Theodore & Mathilde Ferro; with Elliott Nugent, Flora Campbell, Rex Thompson, Nancy Nugent, Nelson Olmsted, Vinton Hayworth, Jr.; (SD)
STUDIO ONE	CBS 10pm	Man of Extinction - (O) by Van Siller, (A) by Mel Goldberg; with Patricia Wheel, Margaret Hamilton, Fred Beir, Pat Breslin, Robert Emmett, David White, Jonathan Harris, Carroll Saint; (SD) by Paul Nickell; Title drawing by Howard Baer
Adolphe Menjou's Favorite Story	WNBT 10:30	no credits available

TUESDAY FEBRUARY 9

Cavalcade of America	ABC 7:30	Plume of Honor - (O) by Paul Gangelin; with Maurice Marsac, Richard Bauman, Larry Winter, Gabor Curtiz, John Banner
Gene Autry	CBS 8pm	Narrow Escape - (O) by Virginia Cooke; with regulars & Sheila Ryan, Rick Vallin, Marshall Reed, Bill Henry, George Pembroke, David Coleman; Dir by Ross Lederman
BUICK-BERLE SHOW	NBC 8pm	Paul Douglas, Jan Sterling & regulars
RED SKELTON	CBS 8:30	Ed Sullivan & regulars (FROM HOLLYWOOD)
Fireside Theater (Gene Raymond)	NBC 9pm	Joe Giordano & Mr. Lincoln - (O) by Ellwood Ullman; with Mario Siletti, Peter Price, Argentina Brunetti, Jan Arvan, Gloria Talbot, Frank Yaconelli, Phil Tully, Hal Taggart; (SD)
Danny Thomas	ABC 9pm	Bill Reed, Frank Wilcox, George Neise & regulars; (SW & SD)
THIS IS SHOW BUSINESS(Fadiman)	CBS 9pm	Betty Furness, guest panelist; Norman Brooks (S), Joey Bishop (C), Hoctor & Byrd (D)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Fight - (O) by Peggy Hilton; with Tod Andrews, Joey Walsh, Jean Carson, Mary Fickett, Judson Rees; (SD)
SUSPENSE	CBS 9:30	The Moonstone - (O) by Wilkie Collins, (A) by Michael Dyne; with Phyllis Kirk, Noel Leslie, Christopher Plummer, Robert Carroll, Peter Chan, Stefan Gierasch; (SD)
MOTOROLA TV HOUR	ABC 9:30	A Dash of Bitters - (O) by Reginald Denham & Conrad Sutton Smith; with Estelle Winwood, Zachary Scott, Joan Lorring, Richard Waring; Dir by Reginald Denham
JUDGE FOR YOURSELF	NBC 10pm	regulars & Judy Johnson (S) (COLOR)
DANGER	CBS 10pm	In Line of Duty - (O) by Thomas Walsh, (A) by Mel Goldberg; with Paul Langton, Joanne Woodward, Betsy Palmer, Robert Simon Billy M. Greene, Tommy Thompson, Sam Locante; (SD)

TUESDAY FEBRUARY 9 (Cont'd)
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Mr. and Mrs. North	NBC 10:30	Reunion - (O) by Donn Mullally & Lee Erwin; with regulars & Douglas Kennedy, Jonathan Hale, Leonard Mudie, Harlan Wade, Hugh Sanders, Helen Spring; (SD)

WEDNESDAY FEBRUARY 10
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CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, guest conductor (FROM CHICAGO)
KRAFT TELEVISION THEATRE	NBC 9pm	The Barn - (O) by George Lowther; with Felicia Monteleagre, Edward Binns, Vaughn Taylor, Audra Lindley; (SD)
STARS ON PARADE	DuM 9:30	Gisele MacKenzie (S), Peter Hanley (S), Hoctor & Byrd (D)

THURSDAY FEBRUARY 10
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T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Forgotten Man - (O) by Sidney Edelstein; with Rita Lynn, Les Damon, Eric Dressler, Tom Carney, Griff Evans, James Bender, Martin Kosleck, Gordon B. Clarke; (SD)
Four Star Playhouse	CBS 8:30	The Gun - (O) by Frederic Brady ; with Dick Powell; (SD)
LUX VIDEO THEATRE	CBS 9pm	Shall Not Perish - (O) by William Faulkner; with Fay Bainter(HD)
Ford Theatre	NBC 9:30	For the Love of Kitty - (O) by Berne Giler; with Nancy Olson, Bruce Bennett, Robert Strauss, Ed Brophy, Joe Sawyer, Sid Melton, Laurie Mitchell, Archer MacDonald, Robert Johnson; (SD) by Ted Post
KRAFT TELEVISION THEATRE	ABC 9:30	The Thinking Heart - (O) by George Faulkner*;with Andrew Duggan, Anthony Ross, John Shellie, Joseph Anthony, Frances Fuller, Nancy Marchand, Jack Arthur, Gage Clarke, Stuart MacKintosh, Victor Thorley, Tom Shirley, Maurice Manson, Humphrey Davis, William Lee & 40 others; (SD) by Fielder Cook (*Based on writings of Abraham Lincoln)
PHILIP MORRIS PLAYHOUSE	CBS 10pm	The Man They'd Murdered - (O) by Alvin Sapinsley; with cast to be announced; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Elliot West; with Matt Briggs, Dan Morgan, Reba Tassell, Leslie Barrett, Catherine McLeod, Joseph Downing, James Maloney
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in the Laboratory - (O) by Harold Jack Bloom & Hamilton Keener; with Signe Hasso, John Padavano, Olaf Bergstrom, Karl Hugo Coalender; (SD)

FRIDAY FEBRUARY 11
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THE NEW REVUE (Mike Wallace)	CBS 5:30	Janis Paige (S), Maria Tallchief (D), The Martin Brothers (puppeteers) & regulars (COLOR)
Pepsi-Cola Playhouse (Arlene Dahl)	ABC 8:30	A Far, Far Better Thing - (O) by Marion Cooper; with Robert Lowery, Nancy Gates, Sally Mansfield, Richard Gaines; Dir by John English
Topper (Jeffreys&Sterling)	CBS 8:30	regulars & Thurston Hall, Lillian Bronson, Hugh Sanders, Angela Greene, William Walker, Harrison Lewis; (SW & SD)
Schlitz Playhouse	CBS 9pm	Man from Outside - (O) by Robert Leslie Bellem; with Broderick Crawford, Ted de Corsia, Alexander Campbell, James Griffith, Ralph Peters, Harry Hines, Jim Horan, John Doucette, Charles Wagenheim; (SD) by Roy Kellino
THE BIG STORY (Robert Sloane)	NBC 9pm	Frank Hall & Lindsey Whitten, Lawton, Okla. Constitution - (O) by Max Ehrlich; with John Gibson, Frank Maxwell, Richard Bishop, Floyd Buckley, Alonzo Bosan, Frank Milan, Tom Scott (S); (SD)
Inner Sanctum (Paul McGrath)	WOR 9:30	Never Die Again - (O) by Sam Elkin; with Everett Sloane, Peg Hillias, Allan Devitt, Jack Klugman, Helen Wagner, Ted Osborne
CAMPBELL SOUNDSTAGE	NBC 9:30	The Golden Box - (O) by Peggy Blake; with Patty McCormick, John Stephen, Dorothy Donahue, Parker Fennelly, Pauline Hahn; (SD)
YOUR CHEVROLET SHOWROOM(C. Romero)	ABC 10pm	Jo Sullivan (S), Dick Lee & Karen Chandler (S), Gabe Dell (C), The Step Brothers (D), Hoctor & Byrd (D) (LAST SHOW IN SERIES

STRIKE IT RICH(Hull)	CBS 11:30	M - Julie Harris; W (am) - Gene Barry; Thu - Lionel Hampton(M) F - Glenn Anders
GARRY MOORE	CBS 1:30	Thu - Helen Carroll and her Boys (S)
ART LINKLETTER'S HOUSE PARTY	CBS 2:30	M - Annamay (S); Tu - Pat Crowley, Ed Sullivan; W - Abbe Lane (S); F - Miles Kaufman (FROM HOLLYWOOD)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Sid Kraft (puppets), Renald & Rudy (acro); regulars; Tu - Bill Hayes (S); Charlie Ruggles in World of Mr. Sweeney; W - Viola Suits (S), Manor & Mignon (D), Dorothy Day & fashions; Jimmy Nelson (ventriloquist); Charlie Spivak & Orchestra; Thu - Alene Dalton (Story Princess); F - Howell & Radcliffe (C), Beatrice Kraft Dancers
ELOISE McELHONE	WPIX 3pm	M - Russell Nype (S); Tu - Denise Darcel
TED STEELE	WPIX 3:30	M thru F - add: Bill Lawrence (S) as regular
WOMAN WITH A PAST	CBS 4pm	M thru F - add: Gene Lyons as regular
PINKY LEE	NBC 5pm	M thru F - add: Molly Bee (S) as regular (FROM HOLLYWOOD)
MAGIC COTTAGE	WABD 6:30	M thru F - Curtis Wheeler, Arny Freeman; (SW & SD)
COKE TIME-E. FISHER (Fred Robbins)	NBC 7:45	F (2/5) - kill: Polly Bergen (S); add: Martha Stewart (S); W - Sandy Stewart (S); F - Judy Lynn (S)
PERRY COMO	CBS 7:45	W - Teresa Brewer (S)
SPOTLIGHT	WOR 8pm	M thru F - Joseph the Man - (O) from the Bible, (A) by William Attaway; with Stewart Bradley, Miriam Wolfe, Clifford Cothren
HIGH TENSION	WOR 10:30	M thru F -(new show starts Thu)- The Invisible Island - (O) by Saul Carson; with Doug Rodgers

SATURDAY FEBRUARY 13

NBC TV OPERA THEATRE	NBC 4pm	The Marriage of Figaro - Part II - same cast and credits as in Part I (See last issue); add: Anne Weeks, Robert Holland, David Williams (all S); Chorus: Beth Hawkins, Rosalia Maresca, Joan Moynagh, Carole O'Hara, Jamison Gill, William Lewis, Sigmund Mezey, John Zadorozny; Dancers: Felice Conde, Carmen Guiterrez, Glen Tetley, John Butler
Johnny Jupiter (Wright King)	WABC 5:30	The Love Story - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Coopersmith; with regulars & Reta Shaw, George Forrest
Man Against Crime (Ralph Bellamy)	WNBT 7pm	Target with Two T's - (O) by P. Harry Namsier; with Joe Costa, Rod Colbin, Robert Middleton, Terry Becker, Vince Barbi, Carole Mathews;(ALSO SEEN WABD & DuM NET SUN 2/14 10:30pm,NBC NET ONLY)
YOUR SHOW OF SHOWS	NBC 9pm	Eddie Albert, guest host, & regulars
MEDALLION THEATRE	CBS 10pm	The 39th Bomb - (O) by Theodore W. Case, (A) by A. J. Russell; with Steve Cochran, Geraldine Brooks, Rhys Williams, Frederick Worlock; (SD)

SUNDAY FEBRUARY 14

GEORGE JESSEL	ABC 6:30	Louis Prima & Orch., Joe Louis(boxer), Dolores Parker(S), Al Schacht(restaurateur), Bill Corum(columnist) Keeley Smith (S), Billy Wells (C)
COLGATE COMEDY HOUR (Donald O'Connor)	NBC 8pm	Beatrice Kay(S), George Prentice(puppets), O'Connor regulars(H)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Lionel Barrymore, Ann Blyth, Jane Powell, Debbie Reynolds, Van Johnson, Gene Kelly, Pier Angeli, Louis Calhern, Keenan Wynn, Howard Keel, Ann Miller, Vera Ellen(FROM HOLLYWOOD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Huntress - (O) by David Shaw; with Judy Holliday, Tony Randall, Raymond Bramley, Bert Thorn, William Lanteau, Bill Forrester, Jock McGregor, Harry Sheppard, Rita Vale, Norman Feld;(SD)
THE MAN BEHIND THE BADGE(F. Uttal)	CBS 9:30	Philadelphia - (O) by Max Ehrlich; with Conrad Janis, Joey Faye, Matt Crowley, Leonard Barry, Mario Gallo, Tommy Nello, GeoMcCoy
THE LORETTA YOUNG SHOW	NBC 10pm	Act of Faith - (O) by Charles Bonner, (A) by Richard Morris; with Loretta Young, Eddie Albert, Harvey Stephens, Frieda Inescort, Charles Herbert, Bob Foulk, Dan Mummert; (SD)

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